

J S BRIGGS

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, JANUARY 21, 1903.

NO. 3.

## Leading Newspapers

**Seven Separate Selections Compiled  
by the Editor of PRINTERS' INK**

One object of these publications is to make conspicuous the errors of the AMERICAN NEWSPAPER DIRECTORY circulation ratings and classifications, if there are any, and thereby lead to their detection and correction.

1. **Leading Newspapers Considered by States.** from the Advertiser's Standpoint. A fifty-six page leaflet, sent by mail for ten cents.
2. **Greatest Circulations.** Comprising all periodicals believed to issue regularly so many as seventy-five thousand copies. A twelve-page leaflet, sent by mail for ten cents.
3. **Sunday Papers of Largest Circulation.** Enumerating all believed to issue regularly so many as seventy-five thousand copies. A twelve-page leaflet, sent by mail for ten cents.
4. **The Religious Press.** Considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
5. **Agricultural Newspapers.** Considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
6. **Foreign Newspapers** in the United States. A list of the best, considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
7. **Class and Trade Papers.** Considered from the Advertiser's Standpoint. A forty-eight-page leaflet, sent by mail for ten cents. For the seven lists send seventy cents.

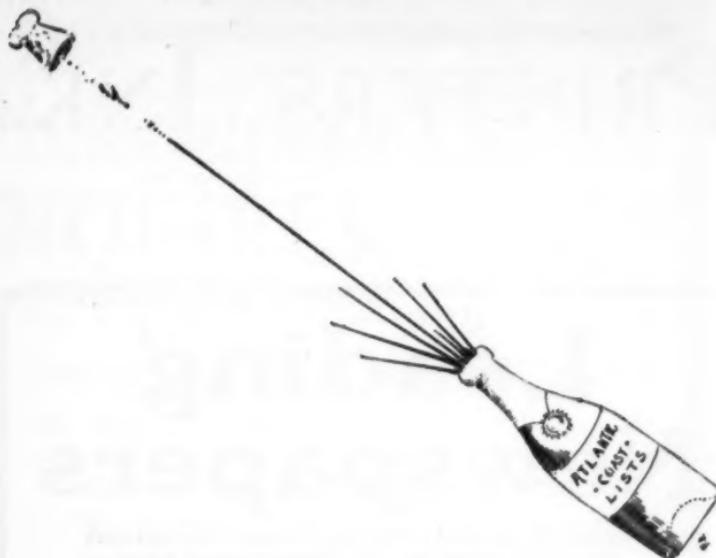
**GEO. P. ROWELL & CO.**

**PUBLISHERS**

**No. 10 SPRUCE STREET**

**NEW YORK**

The seven lists, carefully revised, will be published shortly in book form and sold for **ONE DOLLAR** a copy. For most advertisers this will be a much more useful volume than the American Newspaper Directory, which costs ten times as much. Special rates will be made to publishers of newspapers who desire these lists, or copies of the proposed book, in hundred or thousand copy lots. Extra pages can be added, if desired, and specified pages or paragraphs can be printed in colors.



## PUT VIM INTO YOUR BUSINESS.

**Invest \$250 as a Starter.**

Get a week's insertion of a 4-in. ad in the entire Atlantic Coast Lists of 1,500 local weeklies.

Talk to one-sixth of all the country readers of the United States.

Get at the country people direct—through their local weeklies.

**ATLANTIC COAST LISTS,**

134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLII.

NEW YORK, JANUARY 21, 1903.

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## A SUCCESSFUL BUSINESS MONTHLY.

The shopping and purchasing agency of Mrs. Kate E. Tirney, 35 East Twentieth street, New York, is advertised most exclusively by means of a small monthly publication called *Shop Talk*. This periodical was established a year ago as a monthly letter to customers, and has now reached a circulation of 5,000 a month, with an advertising patronage that pays the cost of production and mailing. As an example of a business periodical that reaches a clientele inaccessible except through an expensive list of general and special mediums it is well worth the attention of advertisers who have a similar proposition. Mrs. Tirney's business is unique. She executes shopping commissions for women chiefly, numbering customers in every State, with a clientele in New York City. While her services are ordinarily required for the purchasing of gowns, dress materials, household articles, children's clothing and other things distinctively feminine, she will undertake to buy and deliver a steam yacht, a threshing machine, a tombstone or cemetery fence, a diving bell or a pedigreed tomcat. Flowers and fruit are selected and sent to steamers or hospitals, fancy dresses are hired for costume balls, transportation and theater tickets secured, chaperones or shopping guides furnished, gloves and gowns cleaned and repaired, board engaged and any honorable commission executed. In fact, there are but two kinds of service that Mrs. Tirney will not perform—she refuses to engage servants or buy second-hand articles. Except for certain special services, no charge is made patrons, as the agency receives a commission from mer-

chants upon its purchases. In addition, a high-class dressmaking is maintained, and one of Mrs. Tirney's patrons is Mrs. Grover Cleveland.

*Shop Talk* is a neatly printed publication in booklet form. Its pages are five by seven inches, and under the heading of "Remarks by the Shopper Herself" Mrs. Tirney publishes a monthly talk upon seasonable goods and special opportunities. The remainder of the publication is devoted to fashion notes, household hints, recipes, notes, little stories, verse and matter that will interest women, with special reference to those who have homes and children to manage. As this matter is all selected and edited by an experienced woman, it is timely and practical. This is one of *Shop Talk*'s strong points. Mere man blunders lamentably when he tries his hand at fashion notes or cookery information, and his work not only bears the marks of the scissors, but is largely reminiscent, dealing with the modes of yesteryear.

"Before *Shop Talk* was established and became so direct a medium for talking to old customers and soliciting new ones, I had never advertised to any extent," said Mrs. Tirney. "A standing card in *Vogue* represents almost my entire expenditure in that direction. Of course, I have always circularized, and by sending postals to customers with a request for names of friends who would like my service I have always secured plenty of new material to work on. My chief dependence has been the recommendation of customers—I am advertised by my loving friends. But *Shop Talk* has opened up a new field. During some of the months of 1902 my business has increased fully fifty per cent over my previous month during

eighteen years. Part of this increase is due to *Shop Talk* and part to my annual subscription and commissions are taken in plan, which was inaugurated about

Between two and four hundred letters are received every morning, in charge by women who make the



MRS. KATE E. TIRNEY.

two years ago. I have been a professional purchasing agent since 1884, and this is the only agency of the kind that has ever been put upon a practical business basis.

tour of shops and select in person. All purchases are sent out from this office, so that a large list of articles represents a considerable saving in express charges to the

customer, to say nothing of promptness. Until the yearly subscription rate of one dollar was established there were many patrons who hesitated to ask me to make small purchases, thinking that the commissions were too insignificant to pay me. The subscription plan has overcome this hesitation. Nothing is charged for *Shop Talk*, but it is sent only to those who subscribe for my service. I began it as a monthly letter that would advise my patrons of special opportunities, stimulate business in certain lines and make my service more personal. At the outset I wrote nearly all the matter myself, but as I aimed to tell all that went on in the world of fashion I soon found it necessary to give the paper wider scope. Beginning with the January number we have a monthly letter from 'Alice Smith,' who has been a fashion writer for New York and out-of-town dailies, and an article from Miss Hotchkiss, who has written 'Timely News of the City Shops' for the *Telegram* during the past four years. The second volume begins with our March number, and the paper will be made over into a journal of the size of PRINTERS' INK, which is ideal in ways other than as an advertising journal. We will print more matter, for one thing, and the paper must be thinner, for *Shop Talk* does not enjoy second-class rates, and it is not possible to mail a very large publication for a penny. We shall publish letters to mothers, matter that will interest children and other things that will appeal to women. One department that I have in contemplation is dramatic criticism, both of new plays and the gowns worn in them. The playhouse is a real arbiter of fashion, and out-of-town visitors look to the theaters for dress hints. The present form of *Shop Talk* is an odd size, and was selected without consideration for advertisers. We want a size that will accommodate cuts of the sort used in regular magazines. During the first months we printed no advertising, and our first ad came without solicitation. A corset maker from whom we purchased goods came to us with a request for space, and others have followed his example—in fact *Shop Talk* has never had an advertising solicitor, yet enough advertising has come to put it on a paying basis. As an advertising medium it ought to be ideal for a great many lines of business, for it goes to none but buyers, and those of a very good class. Only within the past few months have I realized its possibilities in this direction. First and foremost, however, it will be my *Shop Talk*, and nothing of which I do not approve will be permitted in the advertising pages. One of my best advertisements has been Mrs. Grover Cleveland, who has kindly permitted me to use her name. She has been a customer ever since Mr. Cleveland's first term in the White House, and my dressmaking department was started at her suggestion, after a certain New York establishment had unwisely given pictures of some new gowns to the Sunday papers. Country merchants also send me many commissions for articles that they are unable to supply themselves, and I supply cards to hang in their stores announcing that they have a New York agent. Next to honest, painstaking service my success has been due to my personality, I believe. Women like to know that shopping is done by a woman, at least when sending the first order. After that they send other commissions because they like the service, but the personal relation grows, and is always the greatest factor. *Shop Talk* is a modern medium for strengthening this personal relation, and is read and kept for its information.

"CLEVERNESS IS SUFFICIENT  
FOR EVERYTHING. SERVICE-  
ABLE FOR NOTHING."

There are men who seem to think that all the virtue of an ad lies in its smartness or cleverness. They forget that advertising exists for the sole and only purpose of selling goods. What would we think if on entering a store the clerk who came forward to wait on us did so by turning a hand-spring, alighting on his feet before us and shouting with a horrible grimace some wretched pun or nonsensical phrase? The ghastly jokes, idiotic puns and awful attempts at verse that are so often used by merchants all over the country represent the waste of many thousands of dollars annually.—*St. Paul Trade*.

## THE INDIVIDUAL ACCENT.

Now that advertising has grown to be a literature of a certain sort, much more voluminous, and some say much more interesting than the other literature which it actually surrounds in the magazines, we have a right to apply to it certain literary tests and canons. In the reading matter which it ballasts or is ballasted by, there are sometimes certain articles which stand out in relief. They do this because they have some special quality or qualities that compel the reader's attention. The advertising pages also exhibit a similar difference. While the majority of the advertisements, like the general quality of the reading pages represents the ordinary, or the commonplace, the desire of the editor, writer and reader is to see or get hold of something that soars to a higher altitude and makes itself distinctly felt. But how to do this is the great thing to be considered and thought out. Kipling has done the unique in literature until all the world has come to recognize it and look up when he has anything to say. In fact, the individual accent which he never misses when he writes, puts him to the forepart in respect to publicity if not in actual merit. Something like this has been, and is occasionally accomplished by a few bright and fertile pens among the advertising fraternity. Probably the writers themselves of the most original and taking advertisements could not give a recipe for making them if offered a captivating price therefor. Like the celebrated English painter, who was once asked how he mixed his colors, they would simply have to say, "I mix them with brains"—a commodity very much needed by painters and advertising writers as well. If literary methods serve as a parallel or model for advertising once, so does art in pictorial and typographical ways. And here such art and craftsmanship as Morris and De Vinne, and the best picture makers have to give us, are as available for business use in advertising as for simply esthetic

ends. A Morris or Devinne page, or paragraph, tells in an advertisement or a booklet because it stands out to the eye as something beyond commonplace. It commands admiration and draws attention. Moreover it carries with its use a practical business inference. The reader who is arrested by it concludes that a firm which does so well—in fact, does its very best—in telling its story, will probably do its very best in furnishing its goods and serving its customers. Appearances, to be sure, as the proverb says, may sometimes deceive. Not all is gold that glistens. But nevertheless there are proverbs that are built upon exceptions. The general rule is that appearances tell the truth. Who does not feel safer in going into a business place where everything looks as it should, and appears to be without visible fault, than to go into one where all the outside evidence is not assuring? Advertisers of all things in our modern era are very largely strangers to the public they deal with. A new firm has not only this fact pronouncedly against it but it has established rivals to contend with. But both need all the skill possible to keep their banner waving, and in attractive form. And it is mainly by the advertising page that they hold and attract profitable custom. Any one who reads advertisements much—and that means almost everybody—can recall at any moment, without much effort, a half dozen or a score of advertisements that are remembered. If they will analyze them, when they pick up the paper or magazine which comes out to-morrow, it will be invariably found that those which are remembered have some unique quality. They show forth somewhere a fine touch which may not perhaps be described but which indicates some pleasing individuality.

♦♦♦

In writing an advertisement to plain, everyday people, the safest guide is sound, homely common sense. Talk in the simple language of the people you are addressing. Say things as plain as you can in to-day's ad and try to make them still plainer in to-morrow's announcement.—*Jed Scarboro.*

# "The American Boy"

Celebrates the New Year by passing  
the **100,000** Mark

The issue for March will be **105,000** and  
possibly **110,000** copies

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All but 5,500 copies (which are delivered to News Co.)  
are delivered to homes. It is a paid-in-advance circulation.

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We have purchased the serial rights for America in the last  
story written by the late G. A. Henty, the greatest writer  
for boys in the world. Kirk Munroe writes for us two  
stories as he travels around the world on a trip just begun,  
at an expense to us of \$2,000.

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Clean and high grade, no magazine in the world is so  
popular among boys, and 200,000 to 300,000 persons,  
young and old, read it each month, and it is a mighty force  
for the advertiser.

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All advertisements placed on reading pages and usually next  
to reading matter.

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Without the aid of solicitors, 43 columns of high-class  
advertising were carried in the December issue.

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Send copy for March issue now, and not later than Feb. 10th.

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Width of column,  $2\frac{1}{4}$  ins. Size of page,  $9 \times 12\frac{1}{4}$  ins.  
Lines on a page, 680. No advts. of less than  $\frac{1}{2}$ -in. taken.

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RATES: We make a flat rate of 50c. a line, or less than  
 $\frac{1}{2}$ c. a line per thousand, guaranteed circulation. Page, \$3.40.  
 $\frac{1}{2}$ -page, \$1.70.  $\frac{1}{4}$ -page, \$85.  $\frac{1}{8}$ -page, \$42.50. 1 in., \$7.

**5 per cent discount for cash with order**

See that "The American Boy" is on your list for 1903.  
It will serve you well.

**The Sprague Publishing Company**  
DETROIT, MICHIGAN

## THE INSURANCE PRESS.

*One object had in mind in the publication of recent lists of class papers, with comments thereon, was to direct attention to the papers and bring out opinions that should tend to make them known for what they are rather than for what "Printers' Ink" or somebody else may happen to think they are.*

There are just twenty-four publications in New York City that are classified under the heading "Insurance" in the last issue of the American Newspaper Directory. Seven are published weekly, two bi-weekly, two semi-monthly and thirteen monthly. Some of these papers are also listed under "Finance," and are more particularly devoted to general monetary and commercial matters, while others deal with special departments of the insurance field, as life insurance, insurance jurisprudence and the like. The majority, however, appear to be publications that treat every department of insurance interests, and with a view to learning something about papers of this latter class, as well as their field, their worth as advertising mediums and their reasons for being generally, a PRINTERS' INK reporter was directed to interview the publishers of the two which would appear to be most desirable and least desirable as advertising mediums, presuming that the prospective advertiser were examining this special field for the first time, and selecting mediums solely by the ratings in the American Newspaper Directory. The medium settled upon as the one which such an advertiser would be most likely to avoid was the *Spectator*, a weekly of twenty-four pages, published at 95 William street. This paper was rated at I?? in 1899, which signifies that the editor of the Directory believed that its circulation exceeded 1,000, but that the publisher had expressed himself dissatisfied with this rating, though unwilling to convey information that would warrant a higher one. In the following year its rating was I, while for 1902 the information that the editor of the American Newspaper Directory had to convey concerning the *Spectator* was expressed thus—X••. An X opposite a

publication's classification in the Directory indicates that a communication from that publication in answer to an application for a revision or correction of the circulation rating accorded to it, created the impression that the publication would not be satisfied with any rating the editor of the Directory would be justified in according it. A publication to which the X rating is applied is generally one that (in the opinion of the editor of the Directory) is likely to cost an advertiser more for a service it can render than would be required to obtain a similar benefit from some other publication. The gold marks (••) accorded a publication signify that advertisers value that publication more for the class and quality of its circulation than for the mere number of copies printed. While papers accorded these symbols are usually valued by advertisers who go upon the Directory's ratings in selecting mediums, the X rating would be likely to carry the greatest weight with an advertiser who was in the dark concerning the quality of the *Spectator's* clientele. Therefore, it was thought that an advertiser going wholly by the Directory's information about the *Spectator* would be likely to favor almost any of the twenty-three other publications in its class. [IT SHOULD BE NOTED THAT THIS IS THE REPORTER'S PERSONAL OPINION.—EDITOR PRINTERS' INK.]

At the office of the *Spectator* the reporter saw a gentleman who refused to give his name, but who said that he was the business manager of the publication. When told that the editor of PRINTERS' INK desired information about the paper's purpose, scope, clientele and reason for existing, this gentleman gave a reply in the Socratic manner by asking, in return, what reason there was for the existence of the American Newspaper Directory. The reporter then replied that, having no interest in or connection with the American Newspaper Directory, he could not say, and suggested that perhaps the publisher of the Directory might be able and willing to give the information. Thereupon the business manager of the

(Continued on page 10.)

**PRICE TEN DOLLARS**

# The American Newspaper Directory

**Established 1869**

This work is the source of information on Newspaper Statistics in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name and location of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Frequency of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation—present, as well as for a series of years past, thus enabling an advertiser to determine the probable future.

It gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

It gives a separate list of all newspapers having a Sunday issue.

It gives a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), and a complete index to each class.

It contains maps of each State, showing towns in which there are newspapers with more than 1,000 circulation.

It also contains other valuable tabulations and classifications.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

**GEO. P. ROWELL & CO., PUBLISHERS,  
10 Spruce St., New York.**

At the convention of the Association of American Advertisers, held on January 20 and 21, 1902, at Delmonico's, New York City, the following resolution was passed unanimously:

It is in the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

**The price of the American Newspaper Directory is  
\$10—net cash, all transportation charges prepaid.**

*Spectator* said that he had no information to give concerning his publication, but that if the publisher of the American Newspaper Directory would apply to him in person he would willingly talk along the line suggested by the questions put by the editor of *PRINTERS' INK*. Furthermore, he regarded *PRINTERS' INK* and the American Newspaper Directory as one publication, and considered the representative of the former as a representative of the latter also. The incident then closed.

The *Insurance Press*, a weekly of from sixteen to thirty-two pages, published at 120 Liberty street, was selected as the medium most likely to appeal to an advertiser going upon the Directory ratings because it is one of the four in its classification that has a figure rating, and its circulation of 4,249 for a year ending with June, 1902, is largest. The *Financial Review* is classed under "Insurance," and has a figure rating of 5,106, but it was held that the *Insurance Press* is more distinctively an insurance paper. The *Insurance Press* has stated its circulation in figures since 1900, and has, furthermore, sent detailed statements to the Directory in spite of the fact that its circulation has decreased from 5,761 in that year. There can be no greater proof of a publisher's fairness in this matter, perhaps, than the willingness to submit statements that show a falling off in circulation. Therefore, the *Insurance Press* was selected as the medium most likely to appeal to an advertiser as one that was doing everything in its power to give him honest service for his money. At the office of the *Insurance Press* the reporter saw Mr. T. H. Swartz, the business manager, who said in reply to questions similar to those asked of the *Spectator*, that his publication "went to everybody." Upon the reporter's suggestion that the people comprised by that term were a good many millions, and that providing them all with papers upon a circulation of 4,249 weekly was something of a feat, Mr. Swartz said:

"The *Insurance Press* is a weekly newspaper for insurers and in-

sured. It covers everything comprised by the word insurance—life, fire, fraternal, casualty, burglary, plate glass, accident, liability and so forth. It goes to insurance agents, officials, holders of policies, architects, builders and many classes of people that cannot be detailed offhand. When a man is building stores or apartment houses, for example, he reads the *Insurance Press* to keep posted on the latest regulations of the underwriters' associations, for by complying with these requirements he is able to materially reduce the cost of insuring his property. It goes to insurance agents and officials because it gives the news in this field—deaths, changes in management, conditions in all parts of the country and the like. Why, the *Insurance Press* goes to a good many tombstone makers, for it prints a weekly list of the deaths of policy holders in various companies. We publish a clean paper, tell our circulation, and are at all times ready to open books, mailing lists or any other records to advertisers who wish to make a personal examination. In addition to this weekly we publish a monthly called *Insurance Engineering* which deals with fire-proof construction in a technical way, and circulates among builders, architects, public officials, fire department officials and others who are concerned with the building industries. This monthly is only a year and a half old, and we have not made a detailed circulation statement to the Directory yet—in fact, it is not listed at all. I am willing to say to you, however, that we print 10,000 copies, and I think that a remarkable showing for a publication so young and with a field necessarily circumscribed."

FROM AN INSURANCE MAN'S STANDING POINT.

The booklet entitled "Class and Trade Papers," recently issued by *PRINTERS' INK* and referred to as "a little work of fiction" by one caustic critic, has aroused considerable discussion regarding the insurance trade press. With a view to ascertaining how insurance journals are regarded by insurance men, a *PRINTERS' INK* reporter recently interviewed a

(Continued on page 12.)

# “Not Built in a Day”

**NEITHER CITIES  
NOR NEWSPAPERS**

The circulation of the Kansas City Star—EXCEEDING 100,000 PAID A DAY—unparalleled in any city of less than 350,000 population, was NOT OBTAINED

## By Flashlight

This splendid output is the result of a steady advance throughout twenty years or more, in which the growing population of Kansas City and the Great Southwest furnished constantly increasing numbers of readers and during which every opportunity for making **THE STAR** stronger in public favor, more attractive to the popular taste and BETTER VALUE FOR THE MONEY was promptly and intelligently utilized. The steady progress of **THE STAR** is shown by a comparison of its average paid daily circulation in the Decembers of ten years as shown in this table.

		Increase over Preceding Year
December, 1892,	53,041	
December, 1893,	56,481	3,467
December, 1894,	57,591	1,110
December, 1895,	61,038	3,447
December, 1896,	62,809	1,571
December, 1897,	73,340	11,731
December, 1898,	85,626	11,286
December, 1899,	87,538	1,912
December, 1900,	91,016	3,478
December, 1901,	99,203	8,187
<b>December, 1902,</b>	<b>108,313</b>	<b>9,110</b>

The Star's morning paper, **The Kansas City Times**, has by far the largest morning circulation in Kansas City—73,000 a day paid.

**The Weekly Kansas City Star** goes regularly to 225,000 farmers who ordered it and pay for it.

prominent, and well-informed official in one of the large life companies, securing the following frank views upon condition that his name be withheld:

"There are between seventy-five and one hundred publications that call themselves insurance journals," he said, "but of this number not more than twenty-five per cent serve any useful purpose. In fact, the insurance interests support a far greater proportion of useless publications than any other field of business. Why? Simply because the insurance companies are in keen competition, and have never formed a combination to protect themselves against unscrupulous publishers who use advertising space as a legal means of levying blackmail. This is usually done by taking unfavorable items from a company's report and distorting them so that its solicitors and agents are hampered in their work. No matter how favorable may be an examiner's report of the standing and resources of a company, there are always little items that can be made to appear unfavorable, and even alarming by clever manipulation. Among insurance publishers there is an element ever on the watch for such opportunities, and when they develop the company is solicited for advertising. Unless a contract is secured these items are magnified and distorted. No real injury is done the good name of the company but the periodicals that publish such distortions are used as arguments by rival solicitors. A prospective risk has been solicited steadily for six months by a Prudential agent, we will say. Along comes a solicitor for another company, and in the course of the talk the risk is pretty nearly certain to mention the Prudential. 'Well, that is a matter of personal taste,' says the rival solicitor, shrugging his shoulders, 'and I should not like to take the responsibility of saying that the Prudential is not a reliable concern; still, here is an article in one of our leading insurance papers that may interest you,' and he produces a copy of an irresponsible journal containing a distorted article. This seldom fails of having its effect, for the pros-

pective risk, not knowing or caring anything about the standing of the journal, is sure to be impressed. The sums asked for advertising space in such journals—or, really, for suppressing such damaging articles—are usually small. They seldom amount to more than \$100 per year, and are often less. No single company has ever gone to the trouble of fighting the matter out, and as practically all companies are open to their attacks, these publications turn a pretty penny every year. I know of one such publication which has not more than 150 paying subscribers. Some of the journals classed under 'Insurance' in the Directory make a business of attacking certain companies. For example, no one knows who owns the *Insurance Censor*, published in New York City, and it seems to be maintained simply as an organ for attacking the New York Life Insurance Company. This company, of course, has half a dozen natural rivals.

"The legitimate insurance press, on the other hand, serves a very useful purpose. None of the reliable, honestly conducted insurance journals have large circulations, and hardly any of them get advertising from outside sources. Most of them charge from two to five dollars per year for subscription, and I do not think that any have circulations of more than 5,000. As for their ratings in the American Newspaper Directory, I do not consider it important to the publishers or to the general advertising public that they have figure ratings. The insurance companies know their worth or worthlessness, and are really the only parties vitally concerned. What do I think of the *Spectator*? Well, the *Spectator* is an old, established, authoritative journal. It publishes a great deal of valuable literature and many documents every year, and is especially strong in statistics. It is a good average insurance newspaper. But its advertising policy cannot be commended, as it will exploit anything or anybody provided there is someone to pay the bill. As a general insurance newspaper, covering life, fire, accident and everything em-

(Continued on page 14.)

**The Mail  
and Express**  
at  
**One Cent**

is the first big success of the new year in journalism.

In many locations circulation quadrupled!

**A Great Medium  
Growing Greater**

**The  
Evening  
Wisconsin**

**SOLICITORS** for advertising papers urge as an argument that advertising in 2-cent papers, or high-price papers, does not pay, except for high-price goods. "Bargains," they say, bring better returns in cheap papers. The domestic servants employed in the comfortable homes in the city and country, to which the EVENING WISCONSIN is delivered, regularly read the EVENING WISCONSIN's daily bargain offerings. These servants are all well paid, receive their wages in cash each week, and are more numerous than all the subscribers of the penny papers in the same districts. The EVENING WISCONSIN, therefore, not only goes into the best homes in the city of Milwaukee and State of Wisconsin, but also reaches through those homes a vast army of bargain-seekers, the well-paid domestic servants and employees.

**The Chicago  
Record-Herald's**

Sworn circulation for December

Daily average,  
**162,736**

Sunday average,  
**205,483**

The Sunday circulation gained in one year,  
**84,478**

The Record-Herald has the greatest known circulation in Chicago.

**IT'S THE  
Evening Telegram  
IN TORONTO.**

NEW YORK, Oct. 24, 1902.  
*Mr. Perry Lukens, Jr., Tribune  
Bldg., City:*

DEAR SIR—Referring to your inquiry as to my experience with the Toronto TELEGRAM, I beg to state that during the past year several of my customers have used the TELEGRAM extensively, the results being highly satisfactory. The fact that we gave the TELEGRAM almost equally as much business as any other Canadian paper makes it evident that our clients are well pleased with its drawing qualities. Respectfully yours,

JAS. A. TEDFORD,  
For Lyman D. Morse Adv. Agency.

braced by the word 'insurance,' there is hardly any publication that equals the *Insurance Press*. For the life insurance field, and particularly the life insurance solicitor and agent, the *Life Insurance Independent* is thoroughly representative. It publishes little news, but is devoted chiefly to systematic arguments for the use of working solicitors, supplying apt illustrations, arguments and suggestions that the canvasser may make his own and bring to bear in his daily work. It is to the interest of every life insurance solicitor to take at least one such publication, and there is an ample range for individual choice. Some of the legitimate insurance publications have a field of usefulness in one State or section, but are not national in their scope. As for the advertising inserted in all of them by insurance companies, very little of it brings business. The fire insurance companies can bring arguments to bear on agents, for the local fire insurance agent represents more than one company, and can often be induced to change. Insurance companies are peculiarly vulnerable to the attacks of illegitimate advertising schemers, however, and of all the insurance periodicals published fully seventy-five per cent cost each company from \$50 to \$100 annually, giving no real return for the money. The companies consider it safer to have peace at that price than to bring on a guerilla warfare that would probably be more costly in diminished business."

#### HE CANNOT UNDERSTAND.

In a recent issue PRINTERS' INK gave space to the following:

Temperance.—No less than 103 periodicals of this class are issued, just why it would be hard to say. They are generally thought good reading for other people but no one would choose such for his own family reading. Their circulations, if paid for, are mainly secured at the expense of philanthropists who wish to do good, and doubtless form a considerable percentage of the old papers left uncalled for in the postoffices of the country.

Commenting on this the *American Issue*, a temperance weekly published at Columbus, Ohio, apparently one of the best of its class, says:

It is just such stuff as the above that

spreads abroad the idea among some fool advertisers that temperance journals are not good mediums for getting their wares before the public. So far as the 14,997 individual subscriptions with which the *Issue* is credited in this mean fling (fully 14,500 of which were paid for by the persons receiving them) it passes our comprehension why these 14,997 people are not as profitable to get ads before as any other kind of people in the same number. We cannot, for the life of us, understand why they are not apt to buy of anybody who advertises to just as great an extent as any other average people of like number in the United States.

The fact is, subscribers to temperance papers are the very best people to reach with advertisements. They are generally persons of some means; they are intelligent; they have families they provide for; great part of them live in smaller cities, towns and country, where people depend upon advertisers for information more than they do in the great cities, where the population comes in direct contact with the show windows and counters of mercantile establishments.

NEVER put out general advertising on the theory that you can force dealers to buy your product—you may succeed, but it is much easier to persuade them to buy than to compel them to do so.—*The Advisor.*



"ALWAYS READY TO EAT." KORN-KRISP

The Journal (six issues per week) carried nearly **1,000** COLUMNS more advertising in 1902 than any other Minneapolis paper, daily and Sunday issues combined.

*Any advertiser can prove this.*

**HERE IT IS IN**



— HOW THE —  
**MINNEAPOLIS JOURNAL**  
 Leads Them All by a Big Margin.

In December, The Journal, with its 27 issues, carried more columns of advertising than any other paper in the Twin Cities—not excepting the daily and Sunday issues combined.

**HERE ARE THE FIGURES:**

		cols.
<b>JOURNAL, 27 issues,</b>	- - -	<b>1411</b>
<b>Tribune, Daily and Sunday, 31 issues,</b>	- - -	<b>1356</b>
<b>Dispatch, 27 issues,</b>	- - -	<b>1303</b>
<b>Pioneer Press, Daily and Sunday, 31 issues,</b>	- -	<b>965</b>

Sworn Average Daily Circulation of THE JOURNAL, for December, 1902 . . .

**57,093**

A canvas of 2,125 residences in the city shows—1,831 Journals, 336 Evening Tribunes and 295 Morning Tribunes.

## KNIGHTS OF HONOR VS. LADIES OF HONOR.

In a recent issue of *PRINTERS' INK* it was stated that the Knights of Honor issue 5 periodicals, of which 1 monthly gets credit for a regular edition exceeding 8,000 copies. It is the Indianapolis, Ind., *Chronicle*.

Whereupon a Boston concern that issues a publication called *Knights of Honor Reporter* takes occasion to assert:

Only one paper is issued in the interest of the Knights of Honor, with a regular monthly circulation of over 16,000. Its name is not "Chronicle" nor is it published at Indianapolis.

Respectfully,

J. A. CUMMINGS PRINTING CO.

Mr. L. B. Lockhard, manager of the *Chronicle* of Indianapolis concern, apparently agrees with the Boston statement—for on being appealed to he says:

I am in Egyptian darkness as to how the statement as to the paper published in Indianapolis found its way into your list. I know nothing of the *Chronicle* being published in Indianapolis by the Knights of Honor. The Knights and Ladies of Honor publish the *Chronicle*. It is in no way connected with the Knights of Honor.

A little later comes S. J. Freeman, editor of the *Harlem (New York City) Record and Knights of Honor Gazette*, and says:

You say the *Chronicle* of Indianapolis is the chief paper of the Knights of Honor. That paper has no connection with the Knights of Honor. It belongs to the Knights and Ladies of Honor. A separate and distinct organization.

The *Knights of Honor Reporter* of Boston, Mass., is the leading paper of our organization and has a circulation of at least 20,000. You fail to mention it at all.

The *Chosen Friend* mentioned on page nineteen died several years ago.

All of which would indicate that if there is any connection at all between Knights of Honor and Ladies of Honor the same is not countenanced by the older members of the order. A *PRINTERS' INK* man who interviewed Mr. Freeman reports:

According to Mr. Freeman, the Knights of Honor is an organization entirely separate and distinct from the Knights and Ladies of Honor. The official organ of the first named organization is the *Knights of Honor Reporter*, a monthly journal of sixteen pages, published at Boston. It contains monthly lists of deaths that occur in the order, as well as notices of assessments, and may be taken by members at their

option, the subscription price being fifty cents per annum. A circulation of 20,000 copies is claimed. The last issue of the American Newspaper Directory credits the publication with a yF rating, which signifies that the editor of the Directory believes more than 7,500 copies are printed, but that he has received no recent circulation statement from the office of publication, and thinks the last rating accorded it may be higher than a new statement would warrant. The Knights of Honor is one of the oldest fraternal insurance societies in the United States, Mr. Freeman says, having existed since 1873. It now numbers about 63,000 members. While the subtitle *Knights of Honor Gazette* is affixed to Mr. Freeman's *Harlem Record*, his paper has no official connection with the order, and merely publishes information pertaining to it, with other fraternal society news. The Knights and Ladies of Honor is a younger organization of much the same nature as the older one, and was founded by members of the Knights of Honor who held that such orders should include women. The Knights of Honor debar women from membership. This society has about 50,000 members, it is said, and its official organ is the *Chronicle*, conducted by Mr. L. B. Lockard, the gentleman who "is in Egyptian darkness." Certainly there is need for more light on the *Chronicle's* circulation. A claim of 55,000 is made upon its letter head, but the Directory accords a yE rating (exceeding 12,500) and testifies to the editor's belief that this rating is higher than a new detailed statement would warrant. The *Chronicle* is a monthly of sixteen pages, with a subscription price of fifty cents per year.

It is always safe to pin one's faith to an article that will stand extensive advertising.—*Progressive Advertiser*.

## DEPARTMENT STORE AD ILLUSTRATED.



"CLOSED OUT."

T here are  
more

## TRIBUNES

sold every day within  
the corporate limits  
of the City of Min-  
neapolis than all the  
other local English  
daily publications  
combined

*See report of the Association  
of American Advertisers.*

## TRADE JOURNAL ADVERTISING.

Outside the great general mediums employed by national advertisers, there is no space quite so costly as trade paper space, and it's probably true that in no other class of papers is space used so carelessly, if not downright foolishly. From the reckless and foolish use of such space the unininitiated would judge that it must be very cheap. It's comparatively recent that trade paper advertisers have come to have any real appreciation of the opportunities opened to them through the trade paper columns, and the greater part of them are still content with the passive business card style of advertising, which serves only as a sign or a directory. If those advertisers who are still in this well-worn rut would look upon advertising as another sort of salesmanship and give their possible customers just such a heart to heart talk as an intelligent salesman would deliver, trade paper advertising would be in better repute and the advertiser would seek the publisher instead of the publisher seeking the advertiser. No salesman would long hold his situation if he simply laid his business card on the desk of his possible customer and retired without giving some good reasonable reasons why his particular product is preferable to any other intended for the same purpose. Yet, that is practically all the average trade paper advertiser ever does, and then he finds fault with the paper for its failure to bring results. The ideal trade paper advertising is that which takes up one point at a time and covers that point thoroughly, taking each advertisement complete in itself, yet dovetailing with those before and after it as one chapter of an interesting continued story. A new chapter should appear in each issue of each paper, keeping up the interest of those who have started and, by covering a different point, reach and impress those who may not have been interested in the points already treated. An occasional ad, presenting sort of a synopsis of what has gone before, or a brief resume

of good features in a closing paragraph, will be useful, but each ad should stick to its text and cover one point thoroughly before taking up another. The manufacturer who would question the quality of any raw material entering into his product, if offered at a very low price, will base the value of trade paper space on price alone, assuming that the lowest price means lowest actual cost for results; or will be blinded by the mere number of copies printed, without analyzing their distribution, and consider himself very clever in closing with a poor paper whose price is much lower, and whose page is, perhaps, much larger, than the price and page of the medium that would bring business. The choice of mediums should perhaps be given first importance in laying down the lines on which to conduct a campaign of advertising, for if the mediums are wrong, success cannot be won, no matter how large the appropriation. The day has passed when a single medium could cover a number of widely varying fields. Specialization has extended to the publishing business, and now each field is treated separately and exclusively by from three to a dozen different papers. So, the first thing to do is to determine to which field or fields your efforts should be directed for the greatest returns, and then concentrate your advertising energies on that field. When a dozen papers are loudly claiming a monopoly of any one trade it's a safe assertion that not more than three of them are worth using, and the chances are a hundred to one that the appropriation for that field can better be spent in one or two of the twelve. That's where so many otherwise clever business men go wrong. They want to be in every trade paper that comes along, regardless of either quality or quantity of circulation, and as the amount to be spent is always limited, the result is a lot of little, weak ads in mediums that are not worth preparing copy for, instead of ads that give adequate representation in the few strong papers that really go where the manufacturer wants his goods to go. And this brings us up to the question

of quality of circulation, which is probably nowhere more important than in trade papers. It will generally be found that the trade best worth reaching can be reached only through the best medium—that is, that medium which gives the most and the newest of information pertaining to the trade it represents. But the best medium by this standard, is not always, unfortunately, the medium of greatest circulation. If the best paper sells for from three to five dollars a year and another paper in the same field can succeed in covering its weaknesses and put up a good front for a dollar a year, the poor medium may have double the circulation of the best one, charge half or quarter as much per page and still not be worth one-quarter as much as a business getter. In some lines, machinery for instance, one paper goes to the workmen, who buy only a few small tools for personal use, while another journal goes to the heads of departments, foremen, superintendents and others who have the authority to buy practically unlimited quantities of the same or similar tools, as well as the heavier machines costing thousands of dollars. These men must, in order to hold their positions, keep informed as to all that is newest and best in the machinery required for making their goods; this information must be reliable and not biased by considerations of advertising, and only the better, stronger mediums can furnish such information, as the weaker ones must accede to the demands of advertisers for free notices and undeserved puffs or lose the business. Free notices in trade

papers that make a regular practice of printing such things "on demand," are practically valueless, because the reader comes to regard them as advertising which encroaches upon space that should contain something really helpful to him in his work or business. He resents this poaching on his preserves, and the advertiser unwittingly antagonizes him instead of making the favorable impression desired. The publisher also comes in for his share of the blame and the legitimate trade news is made less impressive if not sadly discredited by this too common practice. The trade paper that has enough back bone to refuse an unreasonable request from a large advertiser generally has enough back bone to be a good trade paper—to do things and be things that others of its kind can neither do nor be—and is likely to be a good medium.

This does not apply to refusals to change copy frequently without charge, for that is a reasonable request and the results are mutually beneficial. In fact, those papers which are not wholly ossified and hide-bound are asking their advertisers to change copy often, and in several conspicuous instances are maintaining an advertising staff whose services are free to their advertisers.

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#### STAPLES ARE BEST IN WINDOWS.

I believe if dealers would spend more time in displaying the everyday articles of necessity they would make more money than by showing the fine goods that fewer buy. It is all very well to have a show of them once in a while, but when a dealer caters too much to that trade he is wasting time and money, for staples are the things that the dealer must depend upon from day to day.—*Advertising World.*

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## BUT ONE EDITION.

THE WASHINGTON EVENING STAR issues its regular daily edition every afternoon at half-past three, and its army of paid carriers at once start delivering the paper into the homes of practically the whole of Washington, D. C. Five times more STARS are regularly served by carriers than are sold on the streets.

M. LEE STARKE,  
Manager General Advertising,  
Tribune Building, N. Y. Tribune Building, Chicago.

## ADVERTISING THE BARNUM CIRCUS IN EUROPE.

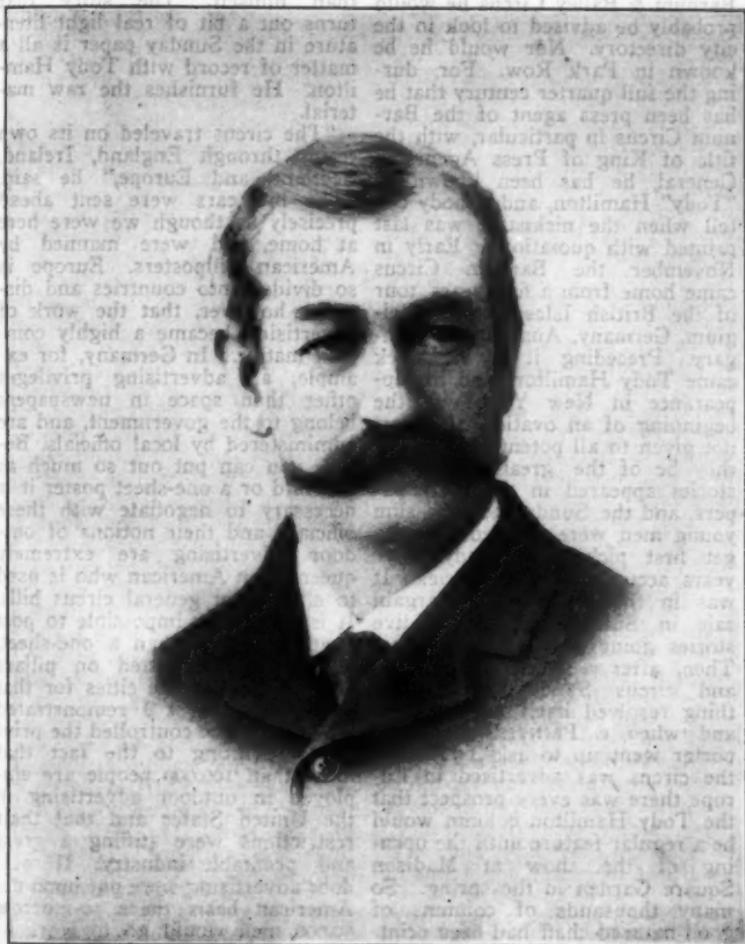
His real, esoteric name is Richard M. Hamilton. Or, at least, there is a tradition to that effect. But if an inquiring spirit were to ask for such a one at the Forty-second street offices of the Barnum & Bailey Circus he would probably be advised to look in the city directory. Nor would he be known in Park Row. For, during the full quarter century that he has been press agent of the Barnum Circus in particular, with the title of King of Press Agents in General, he has been known as "Tody" Hamilton, and nobody can tell when the nickname was last printed with quotations. Early in November the Barnum Circus came home from a five years' tour of the British Isles, France, Belgium, Germany, Austria and Hungary. Preceding it by a week came Tody Hamilton, and his appearance in New York was the beginning of an ovation of a sort not given to all potentates, though they be of the greatest. Circus stories appeared in the daily papers, and the Sunday editors' slim young men were hurried away to get first picking at Tody's five years accumulation of stories. It was in the nature of a bargain sale in Sunday stuff, with live stories going at next to nothing. Then, after a week of Sundays and circus Sunday stories the thing resolved itself into dinners, and when a *PRINTERS' INK* reporter went up to ask Tody how the circus was advertised in Europe there was every prospect that the Tody Hamilton column would be a regular feature until the opening of the show at Madison Square Garden in the spring. So many thousands of columns of good-natured chaff had been printed about Tody Hamilton that the public at large must imagine him to be eight feet tall, given to loud clothes, perfume and a waxed mustache. As a matter of fact, however, Tody Hamilton is a fathery—or even a grandfatherly—man of between fifty-five and sixty, who began his advertising career as a solicitor for the *New York Herald* forty years ago, and

who has a genius for making thrice-interesting news of the daily happenings with a circus. He is a natural gatherer of and receptacle for the sort of facts that make excellent fancies in the hands of an imaginative newspaper man, but his facts get their high colors from more impressionistic artists than himself. The story that turns out a bit of real light literature in the Sunday paper is all a matter of record with Tody Hamilton. He furnishes the raw material.

"The circus traveled on its own trains through England, Ireland, Scotland and Europe," he said. "The bill cars were sent ahead precisely as though we were here at home, and were manned by American billposters. Europe is so divided into countries and districts, however, that the work of advertising became a highly complex matter. In Germany, for example, all advertising privileges other than space in newspapers belong to the government, and are administered by local officials. Before you can put out so much as a herald or a one-sheet poster it is necessary to negotiate with these officials, and their notions of outdoor advertising are extremely queer to an American who is used to sixty-sheet general circus bills. It is practically impossible to post anything larger than a one-sheet, and these are posted on pillars erected through the cities for that purpose. At first I remonstrated with those who controlled the privileges, pointing to the fact that more than 100,000 people are employed in outdoor advertising in the United States and that their restrictions were stifling a great and profitable industry. If outdoor advertising were put upon the American basis there to-morrow 50,000 men would go to work at building boards, printing paper, posting and kindred occupations. But it was of little use, and we were not even permitted to put lithographs in shop windows of merchants who would rent us the privilege, as that is an infringement of the laws. In England we had no difficulty about outdoor work. England is a billposting country, and outdoor advertising

has reached a stage of development quite beyond anything that we know in the United States so far as the number of locations are concerned. They do not have bills so large as ours, however, nor so handsomely printed. In France we found it possible to put out as much paper as we could in the aver-

languages. The jumps took them into districts where German was spoken one week, and into French territory the next. Later we came to Austria and Hungary, where the banknotes are printed in eleven languages and the laws in twenty-seven. On each car we had an interpreter, but he was of no as-



MR. RICHARD M. HAMILTON.

age American town. Billposters went out on country routes, and the show was really 'billed like a circus.' In Hungary it was the same. One of the most notable features about this part of our advertising was the way that our billposters got about in a strange country among people speaking strange

sistance to the billposters who went fifty and sixty miles per day into the country. Our men picked up a few phrases very readily, however, and the routes were billed thoroughly. Outhouses were found, and in some places boards were built. The work of translating advertising into so many

languages was prodigious. In making preparations to enter new territory I usually wrote ahead to the most prominent newspapers asking for translators. Circus phrases proved stumbling blocks to the best of them, as a rule. A fine-sounding, alliterative English phrase would often lose its point in Servian, Hungarian or Polish. Sometimes the matter was translated from English, but more often the translators in Eastern Europe transcribed it from French, German, Hungarian or Servian into the various dialects. One rather amusing characteristic was the avidity with which shopkeepers took up fine sounding phrases, using them in their windows, and of a piece with this was the readiness of the people in adopting them into local slang. One especially popular phrase was 'Pyramids of Praise,' which seemed to translate well into all languages. After our paper had been up a while in a new locality staid citizens would assure one another that their daughters had sung last evening to 'Pyramids of Praise,' or that they had attended parties marked by the same phenomena. Such phrases were caught up exactly like the lines of popular songs in the United States. France was the best country we visited in point of receipts. The French people have plenty of money, and spend it freely for new things. In Paris Mr. Bailey turned an immense hall somewhat similar to Madison Square Garden into a winter exhibition place. It was roofed with glass, and though 1,400 feet long and 375 feet wide, not a single column obstructs it anywhere. This hall had never been used in winter, for it was unprovided with heating apparatus. We put in sewers, asphalt pavement, radiators and electric lights, and now it is used regularly for winter exhibitions. Before the opening of the show in Paris I took thirty-two Parisian newspaper men to Belgium in a special train to see the show, and the reading notices that we got were simply priceless. It was the first time that anything of that kind had ever been done there. As a rule I found editors everywhere very

anxious to print matter concerning the show, for it was new and aroused popular interest. It was really an important source of news, for people liked to read about us. The European circus corresponds to our ten-cent exhibitions here, and is advertised by a man on horseback who rides through the town on the morning of the opening. One editor in Montpelier, France, became so enthusiastic about the American circus that he ran matter from our press sheets regularly for six weeks after we had left his town, using it as an argument why his local merchants should advertise and be as successful as the Americans. Newspaper rates presented some curious paradoxes. For instance, an English publisher told me that his rate for one column would be \$10—two pounds—but that the rate for two columns would be \$32. Local advertisers used small spaces and objected to the competition when anyone used large displays. Another publisher in France had a schedule rate of eighty francs for one insertion, sixty-five francs for two insertions, forty francs for four insertions and twenty-two francs for six insertions—not per insertion, mark you, but for the whole campaign. By following that schedule far enough I should have been getting space for nothing, and a bit further down the list he would have owed me money. It was the queerest rate card I have ever wrestled with and to this day I do not understand its principle. The papers in Paris are very expensive, charging two dollars a line in some cases, but their circulations are enormous. They go all over France."

◆◆◆  
NOR TO ONE NOT WISELY ADVERTISED.

There never was a successful trade mark attached to a fraudulent or deceptive article. Some ephemeral success may attend clever roguery, but permanent success was never achieved save by honest means.—*Trade Mark Record.*

◆◆◆  
ONE of the great truths of the day is the trust which the people put into well advertised articles. There is no use in trying to break this trust, for those who are most interested, the purchasers, won't have it.—*Progressive Advertiser.*



#### THE ST. LOUIS CHRONICLE

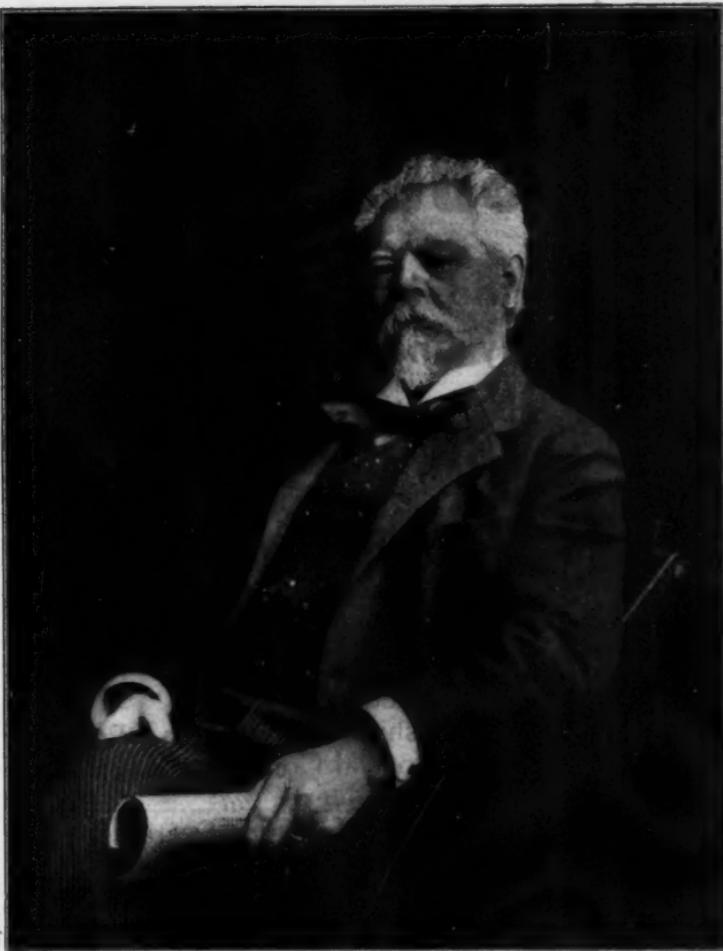
BIG IMPROVEMENTS IN THE PROSPEROUS PEOPLE'S PAPER OF ST. LOUIS.

During the past year the *St. Louis Chronicle* has become a prominent factor in the newspaper field of St. Louis. The many improvements made in all departments have stimulated its circulation and strengthened its hold on the better class of the wage earning inhabitants of that section. It not only increased its volume of local display advertisements many hundred thousand lines but also shows a gain of over two hundred thousand lines in its foreign advertising.

The *Chronicle* now has more interesting news features than any other afternoon daily. It is one of the oldest one-cent afternoon newspapers in the Middle West and will this year celebrate its 23rd anniversary.

The large increase in its advertising patronage, both local and foreign, is positive evidence that advertisers of the country are taking advantage of the low rate and desirable clientele offered by the *Chronicle*.

The publishers of the *St. Louis Chronicle*, the Scripps-McRae League, are also owners of the *Cincinnati Post*, *Covington, Ky., Post* and the *Cleveland Press*.



*Yours truly Fred Jaust*

THE MAN WHOSE BEER MADE HIM FAMOUS.

"HONESTY CAN NE'ER BE AN ILL  
PENNYWORTH."

For a short, spasmodic pull a deceitful advertisement conspicuously placed may serve, but in the long run it does only damage. Accordingly, the public may usually take it for granted that a large and persistent advertiser is a safe man to deal with. He cannot afford to advertise misrepresentations. The valuable reputation of his house depends on his ability to make good his advertised promises, the cost of which may be the greatest item in his expenditure on his business. He must justify the publicity he invites.—*New York Sun.*

IMITATION—SINCEREST FORM  
OF FLATTERY AND WEAKEST  
FORM OF ADVERTISING.

If you consult back numbers of the same periodical, you may find that the weak advertisement is merely an imitation of a previous one used by the successful competitor. We look up to some men and down upon others. We look up to the man who coined the word Uneeda and we look down upon the serious-minded people who have imagined that we would buy their wares because they have burlesqued the word. We like Uneeda Biscuits, but we prefer to get along without Itsagood Soap. Pears' or Ivory will do.—*Michigan Tradesman.*

THE  
**Pittsburg Press**

**Is the Most Popular  
Daily and Sunday Paper in**

**WESTERN PENNSYLVANIA**

**Made so by its Leadership in**

Foreign and Local News Service  
Unequaled Sporting Pages  
Interesting Society Pages  
Up-to-date Fashion and Women's Pages  
Original and Special Comic Pages  
Reliable Financial News  
Beautiful Colored Magazine Sections  
Original Cartoons.  
Copyrighted Serial Stories  
Leadership in Classified and Display  
Advertising

---

**Largest Circulation in  
Western Pennsylvania**

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**C. J. BILLSON, Manager Foreign Advertising Dept.**  
**Tribune Building,**  
**NEW YORK.**

**Tribune Building,**  
**CHICAGO.**

## THE WHY AND HOW OF BUSINESS PERIODICALS.

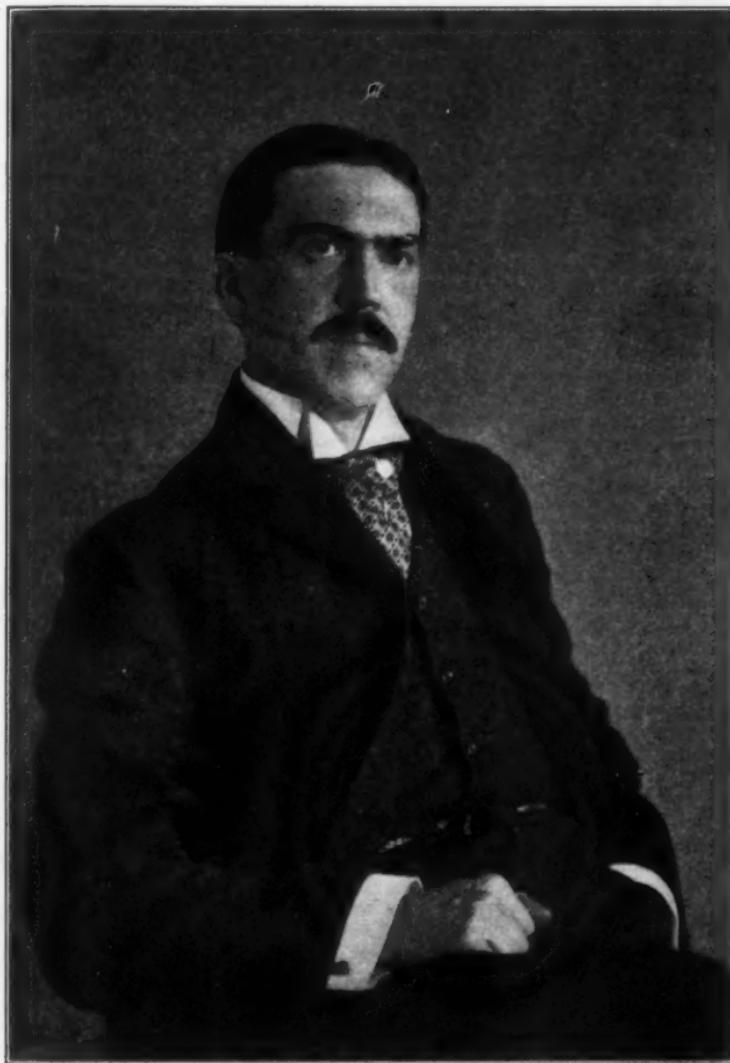
Take a man of brains, education and taste. Give him experience of newspaper and magazine writing, teach him Park Row's peculiar ways of turning life and affairs into live reading matter, instruct him in the art of finding pictures for such matter when it is written, and make of him a fairish all-round editor and newspaper man. Place him, then, in the editorial office of an advertising journal and let him criticize the daily grist of publicity that comes to such a mill. Some he will admire, and some envy; some will call for his pity, some for condemnation, some for open ridicule, but by far the larger portion will set him itching to better it. Above all, he will earnestly desire to wield his blue pencil on the average business periodical or "house organ"—will want to liven, simplify, humanize and lift it out of the rut of business, give it breadth and depth, leaven it with humanly interesting matter having no bearing upon advertising at all and, by shearing it of the things that are supposed to give direct advertising value, turn it into indirect advertising of high quality. For the average business periodical lacks an editor. Put together by somebody who is obviously too near either the business or the advertising, there is a bias on one side or the other. Even though this somebody have ability, he is usually a busy man who can give but scant thought to his publication. Breadth and human interest are wanting, and other defects tell the trained newspaper man that, even though the editor has found the right idea, he does not know how to work it out happily—has little first-hand knowledge of his readers, and cannot serve up matter in palatable form. A capable editor will daily be impelled to take out his blue pencil and begin revamping the average business periodical that comes under his eye. Hardly any department of publicity-making will suggest so many improvements.

Mr. John Irving Romer is much this sort of man. He has been connected with daily papers, edited a

country weekly, has wide experience as a magazine and trade journal writer and held responsible positions in the advertising departments of several large concerns. During four years of its infancy he was editor of *PRINTERS' INK*, while his career during the past fifteen years has been about evenly divided between advertising and literary work. The shortcomings and possibilities of the business periodical have long been manifest to him, and recently he gave up a place with a large national advertiser to enter a field of his own—the editing and publication of magazines for advertisers and business houses. At his office, 220 Broadway, New York, Mr. Romer undertakes the entire work of producing business periodicals along lines of his own devising, taking all details from firms that engage him. His first production in this new field is a monthly magazine called *Equipage*, for the Studebaker Brothers Company of New York. The initial issue is dated "January, 1903," and consists of twenty-four pages. Its character is shown in a sub-title, which announces that it will be "a monthly magazine for ladies and gentlemen interested in fine horses, appropriate vehicles and correct appointments," and the first number contains articles on coaching, pony carriages for children, the care of fine vehicles, President Roosevelt's ceremonial carriage, the famous Riviera drive in Southern Europe, correct appointments and similar topics. This matter is altogether out of the beaten path of the "house organ." Of the twenty-four pages, just five are given to display ads of Studebaker vehicles, automobiles, harness and repair facilities, with two additional pages devoted to the Studebaker works at South Bend, Ind., and the new ten story building in New York. The whole tenor of the publication is held to its title, *Equipage*; there is an abundance of good halftones, the matter is well written, in excellent taste and interesting for itself, and the general style and execution are those of a high-class magazine.

"The keynote of *Equipage* is

found in its title, and the aim is, general writing, the business periodical has had a strong attraction broadly, to interest persons of means and taste in horses, vehicles and equipment," said Mr. Romer. "It embodies the general principle of the products of the Studebaker real need for good business pub-



MR. JOHN IRVING ROMER.

establishment, together with their publications, have led me to make accessories and associations, and their production my chief work. Its advertising value is secured almost wholly by inference. During the decade and a half that I have had to do with advertising and

The leading idea of the 'house organ,' or business magazine as I prefer to call it, has always been excellent. Such a publication, is-

sued by an advertiser, gives all his other publicity cohesion and cumulative effect. Anyone is glad to get a bright little publication regularly, where he would give only casual attention to a booklet or folder. In fact, where the periodical comes month after month it establishes valuable relations with the recipient, and the matter that is published has several times the weight that it would have if printed in booklets and sent intermittently. Readers learn to look for the business periodical, and soon become interested in the firm that publishes it. The chief shortcoming of the average magazine of this sort is that it is seldom more than a large booklet. It contains too much advertising. I try to put myself in the attitude of a magazine editor who is getting out a popular publication along the line of the particular business treated. What topics are owners and buyers of fine vehicles interested in? Coaching, for one. Therefore, I secure a coaching article from Mr. Morris E. Howlett, the expert English whip, now stopping in this country. Mr. Howlett drove from New York to Philadelphia and back in one day last year, and is well known to every person interested in this recreation. His personality is interesting to readers, and he has valuable information to give. There is considerable vagueness and doubt among carriage owners as to what constitutes correct appointments. I have had this subject treated in an article by Mr. Francis M. Ware, who is a judge at leading horse shows and a recognized authority of long experience. Such articles are of the kind printed in coaching journals. They contain no reference to Studebaker goods, nor any advertising whatever. My object is to educate people to distinguish between worthy and unworthy vehicles and appointments, and by this means to further the Studebaker business generally. *Equipage* is to be conducted on the broadest lines. The February issue will have an article on horses by Colonel George H. Thompson, for example, and we will go into the history of vehicle making and every topic that will interest read-

ers. Human interest comes first of all, and thereby the advertising value of the publication is increased. It is only fair to say that not every business can be benefited by a magazine of this nature. I have already refused to handle one publication for a firm that earnestly desired to take up this mode of advertising, for after studying the proposition I couldn't, for the life of me, see how it was going to do the advertiser good. But there are many lines that can be benefited by a business magazine. I have in hand a periodical for a prominent piano house which will treat the general subject of music as well as pianos. 'What a Piano Buyer Ought to Know' is the title of an article that will appear in the first issue, telling of sounding boards and their part in the tone and life of an instrument. So far as advertising is concerned this article might be printed in the *Sun*, for it gives nothing but information that will help in the selection of pianos. That is the prime essential—wide interest, and even disinterestedness so far as the advertiser is concerned. High class real estate propositions could be benefited by periodicals of this nature—such a proposition as Mr. Dean Alvord's Prospect Park South, which was described in PRINTERS' INK some weeks ago. Sewing machines offer good possibilities, and high class grocery or drug specialties—something like Heinz's fifty-seven condiments. Business publications furnish the cheapest and most effective method of following up the results of extensive advertising after the first two or three letters and booklets have failed to bring returns. Personal letters bring the highest percentage of returns, usually, but are expensive. After they have been tried the inquirer can be put on the periodical's mailing list and solicited every month. It may take a year to bring his order, but it will eventually come if an order is there. The business periodical may work slowly in such cases, but it will probably bring a greater percentage of orders to the number of replies than any other follow-up device. I was attracted by Aeolian advertising

some time ago, and went to inspect the instrument. Liked it, but thought the prices rather high, and said that I could get along without one. But the Aeolian Company put me on the mailing list of their business periodical, and within a few months I had an instrument. They simply kept me interested, and at a very reasonable cost, too. One serious defect of the average 'house organ' is its meagerness of contents. A business magazine ought to be large enough to look like a real publication, contain matter enough to bring the reader back once or twice, and lead to its preservation. When it resembles a circular it will be thrown away, whereas a publication like *Equipage* will be filed for the information it contains. Business periodicals should be conducted along magazine lines. Names are good—those of prominent people in the line represented, who ought to be contributors. Names give great weight. Then, the contents ought to interest a non-expert. There is too much technicality in advertising. My service is based upon the knowledge that editing is the main essential. Good editors command high salaries, and where a firm could hardly afford to have such a man to produce a small monthly, it is an easy matter for him to handle several. The problem is not one of writing at all, but of editing—getting matter and pictures. A great deal of trash in manuscript, drawings and prints must be sifted to get the small amount of live, timely stuff that is printed. The idea of editing a number of such periodicals at one office came to me while I was connected with a national advertiser's publicity department. This concern had a house organ, but nobody seemed to have time to edit it, and the manager repeatedly said that it could be made to pay much better returns if the work of preparing copy, pictures and printing could be put into the hands of someone outside, as a commission is sent to an advertising agency. With my clients I am in the position of a salaried employee. I have a desk in their offices, where I get in touch with their busi-

ness and products, studying them to catch and reflect their principles and spirit. Cost can be graded to almost any reasonable figure. The principal expense is for mechanical work and white paper, and while these must be of the best with a publication like *Equipage*, there are other lines where printing can be done very cheaply and yet bring returns. The main object is to produce an interesting periodical. Do that, and there is no question about it being read. Pictures are an important detail. They attract everybody, and while I do not believe in printing them simply for the sake of having pictures, I think it well to use illustrations, even though they bear upon matters a little removed from the commodity treated such as the picture of Napoleon's state carriage in the first number of *Equipage*. The business periodical enables you to tell your story more elaborately, to tell it month after month, and to tell it in a new way each time. Advertising space is expensive, and the newspaper or magazine story must be confined to bare essentials, but in the business periodical there is room to use every device that will attract and hold readers."

CATCH LINE OF WELL KNOWN AD ILLUSTRATED.



"IT ATTRACTS THE PUBLIC EYE." THE BUNDY HEATER, THE GRIFFING IRON CO., N. Y.

# I love my love with a "D."

Any men undertaking to qualify themselves for the position of advertisement writers, advertising managers or advertising agents, will be benefited by a study of PRINTERS' INK. Its comments upon the various methods adopted by advertisers; its numerous illustrations of good, bad and indifferent advertising, are object lessons of the greatest value. Mr. Rowell's varied experience brings him in close touch with the brightest and best in the country, and makes PRINTERS' INK, of real value to every man interested in publicity.—George H. Daniels, General Passenger Agent of the New York Central and Hudson River Railroad.

PRINTERS' INK is a journal every wide-awake business men should read. It instructs you in progressive business principles. It keeps you posted on the latest methods of advertising. Above all, it helps you apply its information to your own plan of business.—J. Dan-  
gaix, Birmingham, Ala.

Schools for advertisers are all right in their way; but the best instruction in advertising methods can be secured in a course of study under the Little Schoolmaster of advertising—that wonderful little magazine devoted to advertising—PRINTERS' INK. PRINTERS' INK advertising instruction is not merely theoretical; its curriculum contains the best brain work of men of actual business and advertising training and experience. The reader and student of PRINTERS' INK gains the benefit of that experience.—C. W. Darling, Shortsville, N. Y.

PRINTERS' INK, the highest authority on the subject of advertising and store management is brimful of practical information. It shows the difference between good and bad advertising and teaches how to produce good advertising. It stimulates the mind to brisk and vigorous action, trains, broadens and develops the advertising faculties of its readers and keeps them posted on every phase of the perplexing problems of business.—Harry R. Daugherty, Titusville, Pa.

PRINTERS' INK is by far the best of the advertising journals.

The office man, clerk, or office or errand boy can, by careful study of PRINTERS' INK, make himself worth more to his employer and put himself in line for rapid promotion.

Some seven years back, I came across a copy of PRINTERS' INK and by it was led to turn my attention to advertising, a subject to which I had previously given little thought. At that time I was a clerk in a retail grocery working from fourteen to eighteen (on Saturday's twenty-two) hours a day at very small pay. By a careful study of PRINTERS' INK I educated myself up to a point where I secured a better position, and, as I continued to study it, I have risen

gradually to the ownership of a profitable business. I honestly believe that any young man, or young woman, who will become a constant student of the Little Schoolmaster, and will put into practice the principles there so clearly set forth will increase his or her efficiency several hundred per cent, and the earning capacity at an equal ratio.

PRINTERS' INK is useful not only to the proprietor, but also to the clerk or office boy or any one in any way connected with any business, anywhere. Every copy contains information on business getting and a year's careful study of it is an educational advantage that can be secured in no other way.—F. W. Decker, Atlantic City, N. J.

PRINTERS' INK is a neat and artistic weekly printed on good paper, in clear perfect type, devoted to the advertising interests of the business man. The best ideas of the best advertisers everywhere are to be found in its columns—the actual knowledge and experience of men who have spent their lives at advertising.—E. J. Delaney, Dubuque, Iowa.

Business success depends largely on good advertising. PRINTERS' INK teaches good advertising. It is the sword that opens the oyster.

Many things go toward the making of business success. One of the most important things is good advertising. PRINTERS' INK is the best teacher of advertising in the world. That is why every business man ought to read it every week. This little magazine is above all things practical. It is full of the live facts of a live world. It tells about the actual things that are being done every day by progressive advertisers. It prints the story from their own pens in signed articles, and from their own lips in interviews with PRINTERS' INK reporters. It gives the inside facts of great business successes; shows how many different ways there are to succeed; shows how other men in your situation have solved hard problems, and points out effective ways for you to go at yours. It lights up advertising on all sides; explains the great foundation principles; discusses advanced theories; shows what kind of business methods and store methods should go with the advertising to make it pay; gives valuable pointers on window displays, bill-board and car advertising and every other form of publicity; shows examples of advertisements that are really pulling business to-day. It is brimful of helpful matter every week. Has something for every kind and every size of business, for merchant princes, small store-keepers, manufacturers, proprietary, and mail order advertisers; not least of all for young students of the art of modern business.—Wolstan Lixley, New York City.

Trade follows the use of the suggestions to business men published weekly in PRINTERS' INK, the world's recognized authority on good advertising.—W. B. Dobson, Alpena, Mich.

PRINTERS' INK deserves the title, "The Encyclopedia of Advertising."

Advertising is as much a part of any successful business as is the selection of stock and the arrangement thereof to

catch the eye of the people, and is worthy of constant study in order to bring about the largest returns from capital invested. **PRINTERS' INK**, the Little Schoolmaster, will do more toward pointing the way to success than any publication the business man can procure and, coming to his desk every week, is just the helper the busy man needs. It is all of the advertising meat and just hits the spot.—*Clarence S. Dodge, White Rock, S. D.*

Reading **PRINTERS' INK** will teach you to not only write good advertisements, but will give you confidence in your own ability. Every issue is brimful of good ideas, suggestions and advice that are invaluable to the young business man. It is a silent instructor that will teach you to know good from bad advertising, when you see it, and how to produce the good kind—the kind that will sell goods.—*W. E. Dorsey, Chicago, Ill.*

The per cent of college men who go into business increases every year, and that an advertising education is a good training for a business career is admitted. A thorough understanding of advertising is the greatest boon that can fall to the lot of a man endowed with a clever and active mind and a wholesome thirst for business success—**PRINTERS' INK** the manual of instruction. **PRINTERS' INK** is brimming over with bright thoughts, ideas and suggestions for the progressive advertiser. It will stimulate to new exertions and lead to success. It sets forth the practical, common sense ideas of an experienced teacher.—*L. E. Dowell, Valparaiso, Ind.*

The contents of **PRINTERS' INK** reflect the life work and study of the best and foremost advertisers—their opinions, suggestions, observations, mistakes, beliefs and experiments.—*James E. Downing, Fort Dodge, Iowa.*

Every young business man and every old one, too, should know something about advertising. **PRINTERS' INK** keeps advertisers up-to-date.—*Henry Payson Dowst, Portland, Maine.*

Good advertising is a source of power in the business world and **PRINTERS' INK**, a weekly magazine devoted to the interests of up-to-date advertising, will tell you the how, why and wherefore. It beats all the schools of instruction in the country. Set yourself to try what you can do for yourself and the Little Schoolmaster will aid you.—*Alex Duguid, Berlin, Wis.*

The Little Schoolmaster will teach you how to plan successful advertising campaigns, keep you posted on the range of that most destructive of modern weapons, the daily newspaper, and fill your arsenal with the best of ammunition.—*Allen Dunckesley, Taunton, Mass.*

The study of the new century is advertising, and to get the best equipment for achieving success in any business vocation the knowledge and inspiration gained from the weekly visits of the pioneer in this field, which has become known as the Little Schoolmaster on account of the many who give it credit for being the chief instructor in their life success, is absolutely essential. This journal has been known to its readers for twelve years as **PRINTERS' INK**.—*Will L. Durham, Corry, Pa.*

#### A FRAGMENT OF ANCIENT HISTORY.

*Gleason's Pictorial* was the first illustrated weekly in this country, antedating the Harpers by a number of years. In those days Mr. Gleason had his publication house on Tremont street, in the very heart of Boston.

A journeyman printer came to him one time and asked for a job as foreman. He turned out to be a first-class man, and his name was Frank Leslie. After a time Mr. Leslie went to New York, and with P. T. Barnum, started an illustrated weekly. That was before the days of news companies. Barnum and Leslie had been trying to induce Mr. Gleason to raise the price of the *Pictorial*, so that it would sell at the same price as their weekly. They could not afford to lower their price to that of the *Pictorial* and expect any profit. Mr. Gleason declined to entertain the proposition for a moment. Soon afterward Mr. Barnum sold out his interest to Mr. Leslie, who continued in charge of the publication, and in the course of time established several others. In his days of prosperity Mr. Gleason paid as high as \$5,000 for a manuscript story by some banner writer of the hour. He had a large force of employees, an admirable printing plant and equipment for that time, and for years had the cream of the business. But *Harper's* and *Leslie's* and other publications came into the field, with a new corps of powerful writers. Brighter minds came to the front, and, instead of changing his policy to meet these new conditions, Mr. Gleason continued to plod along in the same old rut, and gradually fell behind in the race.—*Leon Mead, in New York Times.*

## The Little Schoolmaster

### In the Art of Advertising

ought to be on the staff of solicitors of every newspaper published in a town or city of only moderate size. It is an effectual aid in cultivating the local field and the publishers of **PRINTERS' INK**, when applied to for that purpose, are willing to make easy terms with the one best newspaper in a town.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**ED** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**ED** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

**ED** Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of adv'tg. patrons may, on application, obtain special confidential terms.

**ED** If any person who has not paid for it is receiving **Printers' Ink** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 21, 1903.

THE first "household number" of *Collier's* will be issued January 31, and thereafter similar specials will be published in the last week of each month of 1903.

PRINTING is the architecture of words, and it should be controlled by the same rules of symmetry and proportion that govern all kinds of good construction—rules that never go out of fashion.—*Theodore L. De Vinne.*

GENERAL GRANT succeeded, where many generals failed, because of his prodigious pertinacity. He pounded away regardless of criticism, and everything finally went down before him. It is the steady, persistent pounding which tells in business. It is a refusal to know the word discouragement and a fearless purpose to succeed which win out in any fight.

HERE'S something that will speak to the soul of every man who has solicited advertising for a legitimate, worthy medium. In his estimate of J. Pierpont Morgan, published in the *Cosmopolitan* for January, John Brisben Walker says: "The man experienced in affairs knows that if he incases himself in mysterious recesses of inner offices some well-intentioned employee or associate may prevent him from seeing persons whose work might become of vast importance. This quality of easy accessibility to the right men is one that makes for success in the large man."

PRINTERS' INK is a weekly journal for advertisers, and only matter of actual interest to them is admitted in its pages. **PRINTERS' INK** reveals and reflects what other advertisers are doing—and the articles and experiences of others are generally interesting and instructive.

A SPECIAL meeting of the American Advertising Agents' Association held on January 16, at the offices of Wilder & Anderson, 45 Cedar street, New York, was called for the purpose to ratify the action of the executive committee to form the association into a corporation.

WHILE nothing can take the place in supplying those advertising ideas which any business affords in itself, a publication like **PRINTERS' INK** will always prove a unique help and stimulator in making the most of the advertising chances and opportunities which are dormant within every business.

IN 1899 a monthly paper called the *American Boy* was established in Detroit, Mich., by the Sprague Publishing Co. with Mr. William C. Sprague as editor. Like the average article for whom it is published, it appears to be healthy, growing and prosperous. The good of this periodical lies primarily in giving boys wholesome, sane reading, displacing the vicious literature which long corrupted the minds of juvenile readers. To supply the present demand more than one hundred thousand copies of the *American Boy* are now printed. In the latest issue of the American Newspaper Directory this publication fails to get credit for anything approaching these figures, but the Directory method of giving the average issue for the preceding year is rather hard on growing publications. That makes no trouble, however, if the business manager is shrewd enough to admit that the Directory was right when it made its estimate but that his periodical could not afford to stop growing just to make a last year's book appear up-to-date.

A good live newspaper will do more to build up a city than any one other factor.

THEODORE ROOSEVELT'S success should be an object lesson for business men. He won out distinctively, gaining the highest political distinction to be had upon earth, through his earnestness of purpose. Whatever criticism may be passed upon his other qualities, no one questions the infinite strenuousness of his character. Whatever he undertook to do, that he did with all his soul, body, mind and strength. He is a thunderbolt of energy. This quality conquers as effectually in business as in politics.

ADVERTISING all comes down to attractive presentation of the goods. That's what good printing does, and what indifferent printing fails to do. Some time ago the Newspaper Enterprise Association, a news agency conducted by the Scripps-McRae League, with headquarters in Cleveland, Ohio, changed its method of sending out news and "feature stories" to its subscribers. Such a news agency depends for revenue upon the amount of matter used by the papers that take its service. When the association first entered this field about a year ago its service was sent out in typewritten form, copies being made with the mimeograph. For this method was substituted that of sending out neatly printed proof slips of articles and news, each with its own heading, showing just how the matter would look in actual print. The results from this innovation were little short of surprising. Within a month editors who received the service were using twice as much of the association's matter simply because it was more attractive. Probably more advertising fails because of poor presentation of the goods than for any other reason. If you can show the reader just how the article will look, bringing out all its advantages and beauties without exaggerating, you will have done all that it is possible for you to do in that direction. The rest is a matter of mediums and follow-up system.

PRINTERS' INK is plain and practical, and for this reason soon gains the good will and admiration of business men. There are constantly problems to be solved in advertising, and most of them will be solved by men who keep themselves best informed about everything worth knowing about advertising. PRINTERS' INK offers the best help that can be obtained outside of one's own experience.

THE Little Schoolmaster has for some time had in mind a special issue of PRINTERS' INK on the topic of life insurance. Insurance publicity is in such a state of infancy yet, that it was thought a special issue devoted to this subject might be a welcome one. Opinions from insurance men would be interesting. Mr. Theo. F. Lake, a general agent of the New York Life, 1 and 3 Union Square, New York, is of opinion that PRINTERS' INK ought to be in the hands of thousands of insurance men who would be greatly benefited by its teachings.

THE "quality" appeal in advertising is the one great remedy for ruinous price competition. Try it! No matter how fond your particular clientele may be of the festive bargain, it will always listen to reason, and there is plenty of sound reason in the quality appeal. Is it a clientele that has long demanded razor strops at twenty-four cents, and all-wool suits cut in the latest style, at \$4.97? Well, just ask it, as man to man, whether it ever got any adequate service out of such suits or razor strops. Get it to thinking of quality and it will forget the pennies in the price. Get it to use quality goods and it will want better and better commodities, and finally the prime essential in your business will be your reputation for integrity in advertising, goods and methods. Take care of quality and the price will take care of itself. To one who has long pinned his faith upon prices, this argument looks like absurd rot, usually. But it is simply sound practice, and the underlying principle of the most successful retailing and retail advertising everywhere.

ADVERTISING is business and needs no disguise, yet there are ways of gilding its protuberances that sometimes appease the squeamish, and the squeamish, like the poor, are always with us and in evidence.

FROM the *Evening News* and *Tribune*, Detroit, Mich., comes a folder containing a detailed statement of the daily circulation of these two papers during the past year, as well as a diagram of the circulation of the Sunday *News-Tribune*. The folder is very prettily printed, and the figures are so lusty that an effort ought to be made to get them into the American Newspaper Directory by the usual method.

ST. PAUL contemplates an ordinance prohibiting all overhead signs save those which are electrically lighted and thereby contribute to the illumination of the city. It has been pointed out that some signs of this class give more light than the street lamps, and that their removal would be a distinct injury to the public. According to the *Pioneer Press* an ordinance directly prohibiting overhead signs will be illegal, but it is proposed to put a heavy tax upon such announcements, besides requiring a bond for at least \$5,000 insuring the municipality against loss from accidents.

A BOOKLET advertising a lumber yard and its various staples is something decidedly new in publicity. From the little twelve-page brochure issued by the Chas. C. Kellogg & Sons' Co., Utica, N. Y., however, it appears that a lumber yard has many commodities about which entertaining publicity can be written. This firm tells something about doors, sash, blinds, interior fittings, cabinet work, glass, fly screens, cisterns, tubs, tanks and building material generally, and the tale is interesting. Emphasis is laid on the fact that the company owns its own mills and saves middlemen's profits, and a few comic cuts scattered through the pages lend attractiveness. The idea is distinctly good, and can be carried much farther.

THE using of the same illustrations (unless it be trade-marks) year by year in advertisements is of questionable expediency.

THE following "horse sense" is taken from a booklet called "The Open Mind," addressed to retailers by George L. Dyer, advertising manager for A. B. Kirschbaum & Company:

A merchant visits the market presumably for the sole purpose of buying goods. That's only part of the value of his trip. It would pay him to come even if he brought every dollar's worth of his goods at home. The mind, however bright, that follows for a long period one line of thought becomes jaded. The stay-at-home dealer grows stale. He keeps too close to his business to reason well about it. The result is distorted vision—trifling affairs become important and great things are neglected. Sameness of daily routine dwarfs progress and kills originality. The same thing applies to the merchant who comes to market with preconceived ideas—who always follows the same course and looks at the same lines. He forms certain habits of thought. When he hears of something new or better he does not believe it—prefers not to believe it. A departure from accepted ideas distresses him. Certain facts are established with him. His mind is no longer receptive. Settled convictions are sometimes costly. The buyer's facts, like those of the scientist, should be held subject to revision. "Facts are stubborn things," and the buyer who shuts his eyes to them is hurting his own interests.

A PUPIL of PRINTERS' INK sends the business card of a Deshler, Ohio, hotel, asking "don't you think the facts are forcibly stated?" The front of the card reads:

### The Ross House,

E. J. B. RICHTER, Prop.

Make this place your Headquarters, and  
if possible, Recommended to your friends.

DESHLER, OHIO.

The reverse bears the picture herewith reproduced:



LAST week the Little Schoolmaster added two hundred and thirteen paid-in-advance subscriptions to the mailing list of PRINTERS' INK. There didn't seem to be anything unlucky in that number, although even numbers of subscriptions added in the previous weeks were largely in excess of that amount.

A FRENCHMAN named M. Detaille, thoroughly tired of the flat uniformity of modern Paris, lately held an exhibition of signboards in that city, offering prizes for unique, pleasing and artistic designs. More than two hundred specimens were entered, and the show attracted many visitors. The *Boot and Shoe Recorder* points to the fact that old-fashioned signboards originally rose from the general inability to read. If a servant was sent on an errand to M. Dupont, the silk mercer, or to Mlle. Mallarmee, the modiste, in such or such a street, the messenger could not find the shop because unable to read; but if the mistress said, "Go to the sign of 'la Belle Arlesienne' (the pretty Arlesian girl), or to that of 'le Chapeau Fleur,'" (the flowery hat), there would be no danger of not being able to deliver the message.

"ONE cent invested in judicious advertising will yield one hundred cents in good American money," argues the folder sent out by the *Wine and Spirit Bulletin*, Louisville, Ky., and by way of giving this truism greater force the folder is "illustrated" with a penny and a one-dollar bill, pasted on. The obvious moral is, of course, that the *Wine and Spirit Bulletin* is a good medium for the judicious advertiser. There can be no doubt as to the force of the "illustrations," for they are genuine money, and may be torn off, put into one's trousers pocket and spent, judiciously or otherwise. The exceptionally cheap grade of printing on the folder, however, suggests that if five dollars more had been invested in this detail the folder could have been made so forceful that it would not have been necessary to pay each reader \$1.01 for his trouble in perusing it.

ADVERTISING is the food that nourishes—the food that makes a business grow.

THAT you do not approve of a paper's policy or of its editors or publishers is the poorest reason in the world for withholding from it your advertising patronage. Yet many a city that possesses three or four good dailies has also its retail advertiser who ignores one of them through personal antipathy. Such a state of affairs obtained in a certain Canadian town about a year ago. None of its papers are weak, yet the proprietor of a large department store had refused to use space in a certain daily, and there was all manner of unkindly feeling between himself and the publisher. The original cause of this misunderstanding was some such trifle as a disagreement about rates or position. Both publisher and merchant were positive men, and in time the matter got into their social relations as well as their business affairs. The advent of a new advertising manager led to consideration of the ostracized medium, however, and in the period that the merchant had ignored it the circulation had grown and it had become so desirable a paper that the store could trace very real losses of patronage to the proprietor's unbusinesslike policy. The advertising manager, after private investigation, went to the publisher and had a long talk, with the result that his co-operation was secured and the store began using space, though the proprietor held aloof from the publisher. The advertising brought such tangible results, however, that the quarrel was finally adjusted and matters went on as usual, both parties to the ill-feeling agreeing that nothing but the blindest prejudice had inaugurated it in the first place, and that its continuance for something over a year had been against all business reason. The wisest advertiser may not have a kindly feeling for certain mediums or their publishers, but to permit such matters to carry weight in advertising plans is about as short-sighted as using costly advertising space to attack and draw attention to a competitor.

THE highest art in advertisement writing is persuasiveness. One may please, instruct and entertain and still be short of the fulfillment of that highest desideratum, the ability to attract trade.

WHERE regular lists of market quotations are published in trade papers, as in grocery and provision journals, the publisher is not permitted to insert advertisements among the quotations, according to a recent ruling of Assistant Postmaster-General Madden. This practice is in violation of the regulations, and Mr. Madden's ruling has resulted in the omission of such matter in many trade journals, or the use of a list of market changes where price fluctuations are noted in terse paragraphs after the mode recently adopted by *St. Paul Trade*.

NEW light has been thrown upon trade-mark rights by the recent decision of the United States Circuit Court of Appeals in the suit of Rudyard Kipling vs. G. P. Putnam's Sons. The strenuous bard of the British Empire held that the defendants had unlawfully used his "trade-mark," which is an elephant's head enclosed in a circle. In 1899 the Putnams bought from Mr. Kipling's authorized publishers a number of unbound sheets of his copyrighted books, using them with his uncopyrighted books to make up a complete edition of his works to that date. The "trade-mark" appeared upon fifteen sheets. The court held, in accord with the decision of a lower court given a year ago, that the publishers had a perfect right to bind and resell unbound copyrighted volumes bought by them, and that as the "trademark" was not registered until after the suit began, Mr. Kipling had failed to make out a case. The use of the "trade-mark" by the Putnams was pronounced an "impropriety," but the court found no intentional deception, and thought it an unique proceeding to "place such poems as the 'Recessional' and the 'Last Chantey' in the same category with pills and soap, to be dealt in as so much merchandise."

MR. MUNSEY'S New York *News* is now a morning paper. It used to appear every evening, and claimed to have the largest circulation in the United States. Mr. Munsey's *Washington Times* is now a morning paper, the evening edition having been discontinued. F. James Gibson, of the Sphinx Club, who was publisher of Mr. Munsey's *New York News*, has resigned, and Stephen O'Meara, who, under Mr. Munsey, was manager of the *Boston Journal*, has resigned.

"TWENTY-FIVE YEARS IN THE MAIL ORDER BUSINESS" is a little volume of 175 pages, containing the experiences and recollections of Mr. James Lee, a Chicagoan, who got into this way of life about the time that the Centennial closed. In those primitive times the mail order business was chiefly a traffic in single novelties, and, consequently, Mr. Lee has much to say about prize packages, "frozen perfume," starch gloss, cheap books, pictures and songs, dollar watches made before Mr. Ingersoll's time and without his knowledge, grease extractor, solid gold rings for a quarter, quassia cups and other staples of the times when people who answered an advertisement expected to learn a new trick with a hole in it. He also has somewhat to say about early mail order mediums, ad writing and other technical matters, but, in the main, his book is confined to recollections of a sort that are even a trifle old-fashioned nowadays, so rapidly has the mail order trade grown into a vast system of legitimate merchandising. The book is well written, however, and while it contains almost nothing that be instructive to advertisers, it is amusing, and will while away an hour for any one interested in its subject. To those who come in daily contact with the Great American Public as manifested in the letters sent to a mail order house, the stories will doubtless have peculiar relish. Certainly they are modestly told, with an advertising man's regard for the minimum of words. The publisher is Arthur E. Swett, Royal Insurance Building, Chicago.

**THE Decorah-Posten**, of Decorah, Iowa, has, for the first time in its history, finally forced its circulation above the 40,000 mark, and is interested to know how many publications there are that enjoy a circulation of 40,000 and upwards. **PRINTERS' INK**, on being appealed to, has made an examination of the records of the American Newspaper Directory and finds the total number to be 267, of which 57 are issued weekly.

**LODGES**, labor unions and similar organizations are beginning to recognize the fact that the use of their names by promoters of flimsy advertising schemes is highly injurious to their best interests, according to the *Architects' and Builders' Journal*. The Central Labor Union of Lancaster, Pa., recently adopted the following resolutions:

Resolved, That the merchants of Lancaster city and vicinity be hereby notified that this Central Labor Union is not responsible for advertising solicitors asking for advertising for the benefit of said Central Labor Union.

Resolved, That we recommend that no attention be paid to any solicitor asking for advertisements in the name of said Central Labor Union unless he is furnished with credentials signed and sealed by this body.

Resolved, That the Central Labor Union forbid the use of the names of its officers on any advertising matter unless given permission by this body.

**THE** application recently made by R. H. Macy & Co., for a temporary injunction restraining the American Publishers' Association from interfering with its practice of selling books at cut prices, has been denied by Justice Leventritt. The firm alleges that the association is a combination in restraint of trade, violating State and Federal statutes, and asks for \$100,000 damages, as well as for a permanent injunction. The temporary injunction just denied was sought in connection with this suit, which now takes its place for trial in regular order. The right to combine for protection in such cases has been upheld in the Appellate Court of New York State in a suit brought against the Wholesale Druggists' Association. The ill-feeling between Macy & Co. and the publishers has existed two years, and awaits the outcome of the suit.

**MISREPRESENTATION** is the microbe of failure in advertising.

**THE** publication offices of the New York *Commercial* will be removed before February 1 to No. 8 Spruce street, where it will be welcome as the next-door neighbor of the Little Schoolmaster.

To establish a correspondence school at this stage of the development of those unique educational institutions is becoming more and more difficult. For one has to teach something that is not being taught already. New studies come to the front continually, however. One of the latest is the American Correspondence School of Typography, 36 East Twenty-second street, New York, which offers a course of lessons in modern, artistic type composition, with especial reference to working printers. It comprises a system of display whereby the "job" is laid out beforehand, and is intended to better the plan followed by most printers—that of blindly piling line upon line. But Athens, the seat of culture in Georgia, offers something worth one's while in mail tuition—a course in human nature! The curriculum is divided into three parts, comprising a course in human nature of five lessons, a course in tact of four lessons and a course in personal magnetism of three lessons. As an illustration of the value of the courses, the case of a pupil is cited. He was over-sympathetic, and when approached by an impostor with a request for a loan of \$40, disregarded the "sign of falsehood," as well as the "sign of the liar," and advanced the money. Had he profited by the course he would have saved several times the cost of lessons on that one transaction alone. The method is explained in a little booklet which is very clearly written, and even inspires confidence with its offer of a trial lesson free. The sage who conducts this establishment gives as one of his reasons for locating in Athens the strange fact that "our postal facilities are excellent and there is less chance of loss or confusion of letters than in a larger city."

A SMALL ad should be changed frequently, and each change should emphasize a single idea.

NEWSPAPER men, particularly in towns and cities of moderate size, find it profitable to see to it that PRINTERS' INK reaches the hands of the local merchants who ought to become advertising patrons. The Little Schoolmaster is a forceful promoter of faith in publicity. Its perusal will prepare the way for and lessen the labor of every advertising solicitor who represents a good paper.

A GENTLEMAN, who has maintained more or less intimate relations with some of the parties mentioned, assures PRINTERS' INK that he knows of his own knowledge that Arthur Brisbane, the editorial writer of the New York *Journal*, receives for that service an annual salary of \$46,000. He makes the further interesting statement that Mr. Munsey offered to increase that salary if Brisbane would transfer his services to his papers, and that Mr. Perkins, associated with J. Pierpont Morgan, had confirmed this information, and added to it the statement that he personally agreed to guarantee Mr. Munsey's offer to Brisbane for a period of five years.

MR. C. S. ADAMS, manager of the Watertown, N. Y., *Daily Standard*, sends a circulation statement covering his issues for the entire year 1902, and showing his average output to have been 5,971 copies. He makes his statement on a form which is practically a duplicate of that adopted by the American Newspaper Directory, but Mr. Adams, like everybody else, has some criticism to make of that form. The particular phrase in it that he finds himself unable to subscribe to and which he, therefore, scratches out, is expressed in the words, "and is made in good faith." Notwithstanding the equivocal position in which this erasure leaves Mr. Adams, the editor of the Directory, in his simple trustfulness, asserts that he thinks Mr. Adams' figures are correct, and he is going to accept them.

ADVERTISING is business inspiration.

MANY devices are employed to display advertising on hotel registers, blotters, writing-desks and the like, but very few of them can be commended. It seems possible to make such publicity profitable to the advertisers, however, for the announcements of tailors, theatres, railroads, transfer companies, hotels in other cities and other lines that appeal to travelers are often consulted for information, and the reader is of the very desirable sort that hunts the advertiser. It is the haphazard, unattractive method of displaying such advertising that is at fault, ordinarily, and to present information in compact, handy form Mr. Henry Zevy, of 19 Union Square, New York, has patented a file and display book. The leaves are fitted to hold large cards, which may be changed from time to time, and which bear the time-tables of railroads, lists of local theatres, names and rates of hotels and resorts in other cities, and advertisements of those who cater to travelers. This information is rigidly classified, and the volume becomes a real reference book. A great many paid ads can be inserted in small space, and the convenience of the book assures attention. Mr. Zevy sells rights all over the United States, and those who buy them for a certain city first secure signed agreements with hotels, clubs, apartment houses and other public places, insuring the placing of the books. These agreements are carried about and used as proofs of circulation by solicitors. The same device is also adapted as a telephone directory for special lines of business, as building trades. Many such directories are published in large cities, but most of them are in chart form, with ads scattered haphazard in the margins. The book gives every line of advertising a place in its class. The file is also used as a holder for blank specifications and contracts. In this form it is supplied to contractors and builders free of charge, and the leaves carry classified advertising of firms dealing in building materials.

THE enthusiasm of faith is electric and telepathic. The man who has reason to believe strongly in his methods and his goods, and has the gift of making this confidence show in his advertisements, is sure of convincing everybody who reads them.

THE price paid to Charles Austin Bates by Miss Griswold, of Boston, for the magazine called *Current Advertising* is reported to have been \$200 in currency, and two pages of space in *Profitable Advertising*, for a term of six months.

MR. E. E. MORSE, formerly associate editor of the *Phillips, Me., Woods*, has acquired the *Millinocket, Me., Journal*, a paper which the *Old Town Enterprise* characterizes as a publication that is rapidly growing and deserving credit. Mr. Morse is a student of and thorough believer in PRINTERS' INK. With such assistance he cannot help to make his new enterprise a shining mark among the many good weeklies of the Pine Tree State.

THE business periodical is probably more nicely adapted to the advertising of life insurance companies than that of any other business. For life insurance advertising implies a long story to tell—many long stories to tell. If they could be told in magazine space it is not likely that they would be as effective as when told in a company's own periodical. Present-day life insurance advertising is largely made up of generalities. The fact that the Prudential has the strength of Gibraltar is interesting, and has been so thoroughly dinned into the great thoughtless public that everybody knows it. The man in the street can tell, off-hand, what company has that sort of strength, and so far this publicity is effective. But it is necessary that the man in the street be told why the Prudential is strong, and what kinds of service it has to offer. Life insurance policies are rather a mystery to the layman, and the various plans upon which they are issued are too seldom explained in the advertising. There

is not room to tell much about them in magazine space, but in the company's own periodical there is ample room for extended descriptions and arguments, and the reader is likely to be one who is interested in life insurance beforehand if the mailing lists are judiciously managed. Such business periodicals are issued by several companies. The Prudential has one, and the Metropolitan another. The *Equitable Record*, published by the Equitable Life Assurance Society, is representative of most of the periodicals of this class. It contains a miscellany of clipped matter upon "Success," "The Seriousness of Life," "Kindness," and other topics, with matter that tends to increase confidence in the company's financial strength. But in the whole sixteen pages of the issue at hand there is not a word of matter telling just what the society offers. The writer has seen some thousands of life insurance ads in magazines, and looked over every life insurance publication that came his way, because most of them are interesting. He knows the catch phrases of the more famous companies, and if he were to seek insurance to-morrow he would probably write to a corporation whose name has been made familiar through advertising—the Prudential, Equitable, Mutual or New York Life. He knows that life insurance is one of the greatest benefits that civilization has to offer, and does not question the strength of any of the large companies. But what the average man would be interested in is clear, detailed accounts of the various plans upon which life policies are issued, what they cost, what they confer—in short, the why, wherefore and how of the question. The company that begins sending him a business periodical that enters into these vital details clearly and comprehensively will be likely to write a policy for him. It may be necessary to send the publication steadily for a year, or for two, or three, or perhaps five years. But in the end such a publication will accomplish its purpose with the average man, and will be certain to bring about the same end with thousands of average men.

## FIFTH WEEK.

In response to the competition announced on the opposite page, 54 ads were received in time for consideration and report in this issue. The advertisement reproduced here was deemed best of all submitted. It was

sender of this ad, as stated in the conditions of the contest.

Retail merchants everywhere are invited to send in the advertisements which they use in their local papers. Mr. Shoedealer, Mr. Jeweler, Mr. Druggist, Mr. Tailor, and all others, this invitation means you. Any re-

sent in by Mr. Floyd T. Coon, Milton, Wis., and it appeared in *McClure's Magazine* for December, 1902, where it originally occupied a full page. A coupon good for a year's subscription to *PRINTERS' INK* was mailed to the

tailor who spends as much as a hundred dollars a year for advertising space can read *PRINTERS' INK* to advantage. Every retailer should read it. Those who already do, are loud in praise about the help and advice they

get from the Little Schoolmaster. The retailer who reads PRINTERS' INK is the intelligent tradesman who knows what he is in business for. He is the progressive man who wants to get ahead. PRINTERS' INK helps him to do it. It tells him how others get ahead from small beginnings and by the use of that modern force: Advertising. There are about 400,000 retail merchants in this country and Canada. The retail merchants are the pillars of the wholesale trade. The intelligenter the retailer is, the more goods he will sell in the course of a year. Wholesalers should get PRINTERS' INK in the hands of their retailers. Publishers of local papers everywhere should call the attention of retail merchants to a publication like PRINTERS' INK. It is the missionary advertising solicitor for all newspapers and prepares the field for further patronage. Publishers who are smart enough to see the truth of this statement are requested to send in names of retailers in their community who might be interested in PRINTERS' INK. Sample copies will be mailed to such names free of charge.

The Little Schoolmaster was particularly pleased to be able to choose this ad as the best for the fifth weekly choice, because its reproduction permanently preserves and keeps on record in PRINTERS' INK a specimen of the best life insurance advertisements of the times. Long years afterward, when all advertising has reached a perfection not dreamed of to-day, advertising men will reverently gaze at the efforts of their predecessors. The Prudential Insurance Co. of America always does advertising of a striking sort. The ad herewith shown appeared just before the last holiday season in many leading publications and has attracted widespread attention and comments. It is certainly artistic and fits in admirably, and it is presumed also profitably into the general publicity campaign of the Prudential. Modern life insurance is an industrial proposition which has all the merits for publicity in itself. Life insurance will form a topic in the publicity of years to come as much as commodities like breakfast foods and staples do to-day. Being one of the greatest institutions for the welfare and protection of the future commonwealth, topics and reasons will never

be exhausted for the man who writes the ads of a modern life insurance company. More and better insurance advertising is needed at the present day. The average insurance ad is lifeless and reasonless—it does not give information, and is therefore uninteresting. The average citizen does not know of the many different kinds of policies which serve for investments as well as protection. A subject that affords so much opportunity as life insurance should produce publicity of a generally much higher standard than it does at present.

The ad which came to be a close competitor to the winning one was submitted with the following letter:

THE LITTLE HOTEL WILMOT,  
South Penn Square, Philadelphia.

January 15, 1903.

*Editor of PRINTERS' INK:*

Within you will find an advertisement of Seymour Eaton, which appeared in the *North American* of January 8, 1903. Mr. Eaton is the originator of The Booklovers' Library and the Tabard Inn. He is a good advertiser, talks plainly, uses good argument combined with good display. He is somewhat prolific with the personal pronoun, but not to the extent of Brothers Munsey and Bates.

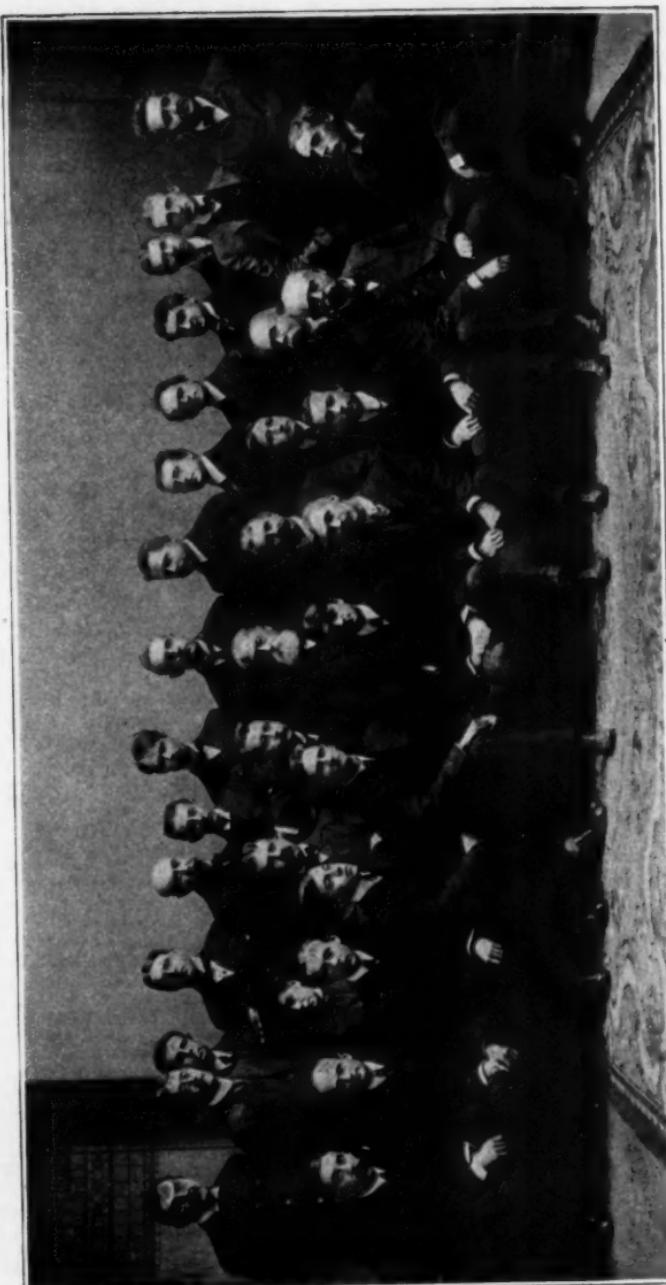
Yours faithfully,  
RYERSON W. JENNINGS.

The conditions which govern this contest are:

For the purpose of fostering an ambition to produce good retail advertisements PRINTERS' INK opened on December 24, 1902, a

## RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed RETAILERS' AD CONTEST, *Cart Editor*, PRINTERS' INK, 10 Spruce Street, New York.



EDITORIAL STAFF OF THE WASHINGTON (D. C.) "STAR."

By courtesy of *Newspaperdom*, N. Y.



THE BUSINESS STAFF WHICH HAS MADE THE WASHINGTON (D. C.) "STAR" ONE OF THE MOST PROSPEROUS NEWSPAPERS IN THE UNITED STATES.

By courtesy of *Newspaperdom*, N. Y.

## BILLBOARD BRIEFS.

Phrases epigrammatic and pungent are much needed for the billboards that are to be read as the trains whisk by. You scarcely catch more than a line of one legend before another comes—as you look from the car window—and brevity and impressiveness are therefore in demand. There is no time for a sermon or a rounded argument. Only a suggestion that is bright and will stick in the memory is of use for readers who are in motion, and sometimes in commotion as they approach town on multiplied errands. I looked deliberately on a recent morning from a New York Central train at everything suburban in sight on the boards and walls, to see what legends were newest and fell within the description I have intimated. Of course it takes more than one trip to see them all, but the "old settlers" were mostly in evidence, doing their duty by a Katy-Did-like iteration. This, of course, is well, for we have scriptural authority for the doctrine that "much importunity" is a potent influence. However, in spite of the dearth of novelty and invention, there were two that clung to my memory after I reached my hotel. One was a shoemaker's, reading thus: "Bully Boots for Smart Kickers."

The other was a piano maker's advertisement which ran into rhyme as follows: "Old Pianos are quite forsaken, When once you have the Francis Bacon."

This last suggests the idea that rhythmical and rhyming couplets or quatrain properly made, and not of the unmelodious and senseless sort, easily adapt themselves to surfaces visible from the cars. If the advertiser makes an impression by them, he may sometimes get a letter from some possible buyer asking for full particulars concerning the thing advertised. He should therefore add to his felicitous words the first name and address. So much at least can be caught and remembered. I notice that at present the theatrical placards are dominant features on the billboards and they seem for the most part well devised to give the

traveler a hint as to how he can spend his evening and exchange his sober business mood for one of entertainment and hilarity. These mainly have a strong pictorial background or setting, though one speaking on behalf of "Aunt Amelia" (was it?), named the dates of her performances, in blackboard and chalk style, without her picture or anything in the slightest degree ornate. But an unusual though polite ending was provided which was observable on account of its queerness. Presuming, perhaps, that you would go to hear her without further prompting, the writer of it closed his compressed information with "Thank You."

I am impressed with the fact, however, that on billboard space the pictorial art has a very special advantage. For you can reach a moving reader through that with the speed of the camera's click. The picture flashes the whole advice at once, whereas, in a sentence or two the eye may fail to catch a few words, any one of which left out destroys the story. The moving reader in the surface cars is not affected by his going forward, for the advertisements on the panels keep up with him and he hastens to read as many of them as attracts him. Yet on them the pictures play a pleasing part and assist in making the meaning conveyed emphatic. It seemed to me that on the morning I referred to the most of the billboards put up within a year or two are a good deal less in size than those we saw formerly. Some of them stuck up on piles in the water destroy no scenic beauty and are perhaps as pleasant to look at as anything they are surrounded by. The most of them to be sure told of rival whiskies and the ice and water around them were—one who had a right to know said—eminently suggestive.

J. B.

If your story can be cut down to a talk requiring but two or three minutes of the reader's time, use a booklet. Every sentence, yes, every word ought to be made to count. Merely "hot air" inflation isn't the thing. Every line ought to be interesting—out of the ordinary and at the same time as full of business as an egg is of meat. Keep the reader reined well up to the subject under discussion.—*Jed Scarboro.*

## ABOUT POLISH NEWSPAPERS.

MILWAUKEE, Wis., January 9, 1903.  
Editor of *American Newspaper Directory*:

A newspaper directory is a valuable book, if it is reliable. But the trouble with all the newspaper directories is that they are more or less carelessly compiled, thus doing injustice and injuring the business of one newspaper, and giving undue credit, prominence and recommendation to another.

I have called attention several times to mistakes in your directory relating to newspapers in the Polish language; but some of these mistakes are still there in your October edition—and there are several new ones. For instance:

Page 158: *Zgoda*, of Chicago, credited with F, while it has over 16,000 subscribers—male members of the Polish National Alliance, who get it all every week.

Page 787: *Ameryka* of Toledo, has not more than 3,000 subscribers.

Page 1011: *Dziennik Milwaucki* is credited with 4,668 actual circulation. How can that be if the paper never printed regularly more than 1,500 copies, never had even one bigger edition than 2,500—and does not print now 1,500? We can prove that with affidavits of clerks and agents who worked for that paper, and we would like to have you investigate its circulation.

We would send you a check for \$50, which you could pay them, or keep it, if they prove even half of the circulation they claim in your directory.

Page 1012: *Kuryer Polski*, daily and weekly, is marked with yG. Why? We sent you a detailed statement, properly signed, for the *Daily Kuryer Polski*, the *Weekly Kuryer*, and the *Gazeta Wisconsinka* in 1901 and in 1902. It takes considerable time to make out a statement, therefore we would like to have it appear in the directory.

If you should decide to investigate the circulation of the *Dziennik Milwaucki*, we would invite your representative to investigate the circulation of our papers also, in any way or manner he likes.

Respectfully yours,

*Michael Kruszka.*

Pres. *Kuryer Publishing Co.*

The editor of the *American Newspaper Directory* says that when Mr. Kruszka says that he furnished the *Directory* with information about the circulation of the *Kuryer Polski*, daily and weekly, he makes a statement that is not true. The *Kuryer Polski* used to send information on the subject but of late years nothing of the kind has been received. Whether the rest of Mr. Kruszka's information is of the same character or not the *Directory* editor is unable to say, but he expresses a determination to investigate.

## TWO RICHMONDS IN MANITOBA.

WINNIPEG, Manitoba, Jan. 5, 1903.

*Editor of PRINTERS' INK:*

By to-day's issues of the *Free Press* of this city we notice that they have taken up space to the extent of one column in reproducing an article on Christmas Advertising, which appeared in a recent issue of *PRINTERS' INK*.

The article deals at length with the nature and size of advertisements appearing in their issue of Dec. 6. We would ask you to carefully look over the amount of advertising contained in our morning edition of that date. By measurement we exceeded the *Free Press* by over 3,000 lines agate. From a news point of view we have also left them far behind. On the front page of the outer section you will see in detail a full account of Manitoba's crop for 1902. The crop report for the North West Territories also appears in the same issue. This is a decided "scoop" on our competitor as not one line relating to this report appeared in their columns, although it is the most important news for many readers, throughout the whole year.

The article as it appears in the *Free Press* would tend to give our local advertisers, as well as foreign advertisers, the impression that there is but one paper published in Western Canada.

We invite you to look over the copies of our paper sent you, and we feel quite sure that you will consider it more worthy of mention than the issue of the same date of the *Free Press*.

The *Telegram Printing Co., Ltd.*

*J. J. Stinson*

Advt. Mgr.

## A FAITHFUL PUPIL.

ROGERS, Ohio, Jan. 1, 1903.

*Editor of PRINTERS' INK:*

I have just added to my scrap-book fifteen articles by Joel Benton on different phases of advertising—making a total of thirty articles by Mr. Benton. By the way, who is Joel Benton, and what does he do? His work will have a place of honor in the advertising literature of the writer. I have two large books made up of the best articles on advertising and business management that have appeared in *PRINTERS' INK* within the past ten years. No small amount of labor was required in making this collection of advertising wisdom, but the books are almost invaluable—much nearer so than a book on advertising by a single author. Every copy of *PRINTERS' INK* is carefully read and everything of permanent value finds a place in one of my scrap-books. For nearly fourteen years I was a printer and newspaper worker—an experience which, according to Bates, Dixey and other well known advertising men, is a splendid qualification for the successful adwriter. I now want to demonstrate to some high-class firm that the training of a newspaper office and a zealous study of *PRINTERS' INK* for ten years, qualify me to plan and write advertising matter of the paying kind. No advertising man can afford to miss the weekly visits of the Little Schoolmaster in the Art of Advertising. *PRINTERS' INK* is read first and many times, by

J. HARRY REED,

**A NIGGER IN THE WOODPILE.**  
BATAVIA, New York, Jan. 12, 1903.  
*Editor of PRINTERS' INK:*

In the current number of the *Ladies' Home Journal* there are two statements that are of more than passing interest to general advertisers and newspaper publishers. One of these announcements is made by the *Home Journal* editor, and is a characteristic "heart to heart" talk with subscribers who have been complying to a request and writing to him, making suggestions for new features for the 1903 *Journal*. "More than one thousand letters," the editor says, "asked that 'not so much advertising, disproportionate to the reading matter, be given,'" and fully another thousand letters asked "that the advertisements in the magazine all be put together in the back." There were other letters suggesting other features, but the number is not nearly so great. If this means anything, it would seem to indicate that, to the plain, everyday "lady" reader, the ads in the *Home Journal* are not its most attractive "feature," as the makers of "art in advertising," when they see their work, beautifully displayed in the *Journal's* columns, might assume. If more than two thousand readers took the trouble to write letters objecting to the advertising as it appears, how many readers do not pay any attention to the advertisements? Reads like an example in the old arithmetics, but it's harder to solve. Backing the page on which the statements above referred to are made is the announcement of Procter & Gamble that they have purchased the exclusive right to that entire page in every issue for several years to come, for the advertisements of Ivory Soap. This is of more interest to publishers than to advertisers, because it doubtless means that so large an expenditure as must be made for this one advertisement will be deducted from the amount appropriated for other mediums. The question is open to argument whether a like sum of money spent in daily papers at three cents per inch per thousand circulation, would not induce more people to buy and more dealers to sell, Ivory Soap?

Yours truly,

*G. S. Griswold*

Business Manager of the *Daily News*.

CAN HE SPECIFY ONE CASE?

ELKHART, Ind., Jan. 12, 1903.  
*Editor of PRINTERS' INK:*

I think it advisable to sound a note of warning to advertisers generally over the country to the apparent increase of fraudulent insertions of advertisements that are occurring at the present time. It is a well known fact that many country papers have a habit of printing a few copies containing all of the advertisements sent to them and then mailing these copies to the advertisers and advertising agencies for checking purposes. The remainder of their edition only contains the advertisements in which local firms or local agents of advertisers are interested. Every advertising manager is aware of this fact

and it is a difficulty that is hard to overcome. Recently, however, I have found that several of the large dailies are adopting the same tactics, and I have several cases lying on my desk at the present time in which our advertisement only appeared in a small portion of the regular issue. By mistake, copies not containing our advertisement were mailed us and when we complained of the omission the paper containing the advertisement was sent with the information that it had appeared in every paper. We have documentary proof otherwise.

This habit, as I have said, has been largely confined to small papers, but I have met with cases of papers of large circulation adopting the very same tactics, in one case the paper being the leading daily at the State capital. It would be as well for advertising managers generally to look up these tactics. Yours very truly,

THE DR. MILES ASSOCIATION.

*Horace G. Lees*

Advertising Manager.

In writing the above letter it appears to PRINTERS' INK that Mr. Lees has been guilty of a mighty mean action. He casts discredit upon newspapers generally. By specifying none he slurs the whole. If Mr. Lees really knows of any such case as he is talking about and is prepared to give names and dates, he will be doing a service to advertisers generally. Unless he is, he ought to be heartily ashamed of his communication printed above.

FLATTERING THE SCHOOL-MASTER.

THE GUNNING SYSTEM.  
Display Advertising and Business Building.

289 Wabash Ave.,  
CHICAGO, Jan. 12, 1903.

*Editor of PRINTERS' INK:*

It may interest you to know that the page advertisement that we inserted in the real estate edition of PRINTERS' INK has already more than paid for the cost in actual business received with several hundred responses, out of which additional business is practically sure to follow. Our inquiries come from every State in the Union and some from foreign countries. If you are thinking of publishing other special editions to be sent to other lines of trade, we would like to know the dates on which these issues are to appear, and particulars as to the trades to be covered.

Respectfully yours,

THE GUNNING SYSTEM,

*Edward D. Shaeffer*

Manager Publicity Department.

## JUST A TRIFLE DIFFERENT.

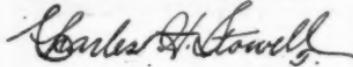
THE J. C. AYER CO.

LOWELL, Mass., Jan. 13, 1903.

Editor of PRINTERS' INK:

In your issue of January 7th, on page 20, is an extract from an article in the *Advisor* for December. In this article is the statement that the "J. C. Ayer Co. have passed their advertising through three different managers with little more than a year's time."

Will you please correct this according to the facts in the case which are, that this company has had only three different advertising managers during the past twenty years. This is just a trifle different from the statement of the *Advisor*! You know, proprietary medicine people must always be extremely accurate in every statement they make, hence it follows that the *Advisor* has never had the pleasure of knowing much about such people! We shall presume that PRINTERS' INK published this little notice as a huge joke, it is so very far from the truth. Very truly yours,



Treasurer.

## INFORMATION WANTED.

"THE NORTH AMERICAN WEEKLY."  
59 Dundas St., London, Ont.  
127 King St. East, Hamilton, Ont.  
LONDON, Ont., Jan. 6, 1903.

Editor of PRINTERS' INK:

Your newspaper list received, and we would like to know if you can furnish us or if you know of any one who is printing a magazine in French like Morris Moffer & A. Eichler of your city are publishing for the premium book trade. Hoping to receive an early reply and oblige,

NORTH AMERICAN WEEKLY.

## "NOTES" ARE VALUABLE.

STANDARD SANITARY MFG. CO.  
Porcelain Enamelled Iron Baths and  
Plumbing Goods.

PITTSBURG, Pa., Jan. 8, 1903.

Your statement in the December 31st issue that you had received a communication containing adverse comment on your custom of criticising booklets, pamphlets and other literature, is interesting as indicating another point of view, if for no other reason. Your correspondent evidently confounds the department in question with those departments maintained by nearly all of the trade papers in which "obituaries" are forced upon unwilling readers, without even an excuse of an intended demise. We are free to confess that matter of this description is hardly calculated to develop a robust literary appetite. Where there is good cause or a good intention, we can stand for a "swan song," even though it may be a little overdrawn, because there is always the consolation that that's the last of it. There is, however, a different class of matter which (although we are often too busy to do a number of things we should) we are always interested in and always look for. Among these are the intelligent comments and criticisms on current printed matter.

The reason is very plain. We buy quantities of such matter and are constantly struggling to improve and get something better. Considered alone, as a commodity, why should we not be as equally interested in such comments as brokers are in stock quotations and merchants and manufacturers in their various branches of trade are in the news published effecting their respective business? From the department of "NOTES" we take some very valuable information and would be very sorry indeed to have the criticisms of what must be a purely superficial observer lessen or affect in any way the value of this department to us.

Yours very truly,  
STANDARD SANITARY MFG. CO.,  
Geo. W. Craig, Advg. Mgr.

## THEREFORE!

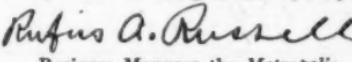
JACKSONVILLE, Fla., Jan. 8, 1903.

Editor of PRINTERS' INK:

I wish to thank the Little Schoolmaster for the very kindly notice given of myself and the *Metropolis* in the issue of Jan. 7th. There was a time when I was not in sympathy with the



work of PRINTERS' INK and the American Newspaper Directory. The plain and simple reason was that the circulation of the paper was not large enough to make it profitable to tell the figures, therefore we consistently and persistently refused to give circulation statements of any kind to anybody, but for a good while the circulation has been large enough to tell, therefore we take pleasure in doing it. Yours, etc.,


Business Manager the *Metropolis*.

## APPLY THIS TO THE NEXT AD YOU WRITE—IT WILL WORK.

To use a homely illustration, no person would attempt to discuss cake-baking, all kinds of cakes in all kinds of ways, and do it all in ten minutes. Yet that same person will attempt a subject in literature or art or economics which is quite as broad in its scope, and far more difficult to expound. Again, with a broad subject, a person has no idea where to begin, nor where to leave off. Ask a skilled engineer to talk for ten minutes on machinery, and he will be at a loss what to say. Ask him to explain the principle of the ball governor, and he will give you a clear explanation. Limit your subject, then, when you aim to make clear what is not known.—*The Chautauquan*.

## COMMERCIAL ART CRITICISM.

By George Ethridge, 33 Union Square, New York.

One of the very best ways of explaining an awkward situation is to absolutely deny that the situation exists. This simple course is now being followed by our English advertising cousins. For years they have been accused of copying American methods, but now they show a strong inclination to deny that they do or ever have done any such thing, but that, on the contrary, Americans are constantly stealing English ideas and slavishly copying English advertisements. As a matter of fact, the English have not copied American methods nearly so closely as they should. They have shown bad taste in choosing the styles which they follow. Who ever made the music

thing in particular, except a lot of fine detail which is ruinous to the purpose of the advertisement. The only things which belong in this picture are the music box and the lady with the disc in her hands. Such being the case, why not use them in the simple manner shown



No.2



**Nicole Frères' Polyphon Musical Box** is so infinitely superior to any other disc Musical Box, as to be in a class by itself. The **Polyphon** is not a toy, but a delightful Musical Instrument which plays over 1,000 tunes, is artistically made, and is a delight both to the Ear and the Eyes. It has interchangeable steel discs, a rich Piano Tone, does not get out of order, and gives immense satisfaction. Established 1819.

The Infanta. The Klesberg. The Gordon. The Eugene.  
 With 6 Discs—  
 Extra Discs—  
 For higher-priced Instruments. Mechanical Birds, Hall and Cuckoo  
 Clocks, and other Novelties, No. 91 Illustrated Catalogue, sent post free.  
**NICOLE FRERES, LTD.** 21, Elv Place, Holborn, London, E.C.

No. 1.

box drawing here reproduced (No. 1) worked on the lines of an exceedingly bad American style. He succeeded in getting into one single column cut furniture and accessories enough to cover the side of a barn. Note the painstaking and religious accuracy with which he reproduces an elaborately carved table, the amount of work he put into that lamp-shade and the minute detail of the draperies in the background. A hard and fast worker can produce a drawing like this in anywhere from two days to a week, and when he gets through he hasn't got any-

by No. 2 and let it go at that? In other words, why not make a strong and striking ad that brings out the desired points in the plainest and most forcible way and not attempt to work an entire catalogue into a single column cut?

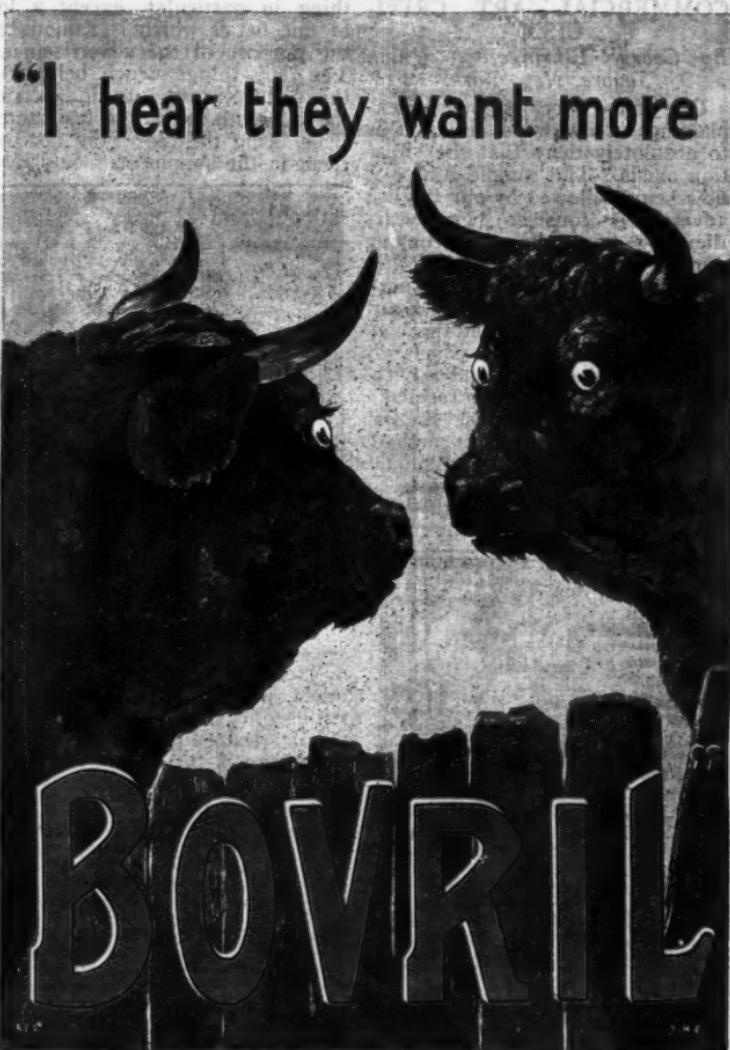
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## ADVERTISING AND INTEREST OUGHT TO BE SYNONYMOUS.

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Do you know why a readable newspaper is good for the advertiser? It is because the people read the advertisements. A newspaper ought to be as interesting in its advertising columns as it is in its news columns, and the advertiser ought always to keep in mind the idea of making his advertisements interesting. There is not any kind of business in which the general public is not more or less interested, and for that reason if you will study to do it you can always throw into your advertisements something that will make people read them. If you do this it will pay you better. The advertiser should make his advertisements readable, and the readers should see that they are read.—*The Metropolis, Jacksonville, Fla.*

DAILY, weekly and monthly publications in all parts of the country are waging a fierce war on the methods adopted by certain merchants in offering articles as substitutes for those which are asked for, and through this campaign people generally are becoming acquainted with the fraud that is being practiced upon them by dealers who offer substituted goods under the guise of "just as good."—*Progressive Advertiser.*



FROM "ILLUSTRATED LONDON NEWS."

**SOME RESULTS OF BANK ADVERTISING.**

A case in point showing the practicability of bank advertising and its beneficial results is that of a national bank in Franklin, Pa. The institution increased the number of its depositors 186 in two months. In Pittsburgh an institution which announced that half of its increase in capital stock would be sold to outside interests who would open accounts with the bank resulted in an increase of over 300 new accounts, and the number is still increasing. The list might be prolonged indefinitely, but the showing of a Pittsburg savings bank which increased its deposits over \$3,-

000,000 in a single year is the strongest illustration of what advertising will do. Banks which have always refrained from advertising have caught the infection and have shown their appreciation of the new conditions which demand wide awake, up-to-date and aggressive methods.—*Money*.

You have a good thing—you wax warm in your enthusiasm over it. You feel that everybody ought to feel as you do about it—but hold on, just put yourself in the cool, unmoved, indifferent place of the public and prepare your advertising with caution as well as with color.—*Jed Scarboro*.

## NOTES.

"*The Place of the Spirits*" is a booklet from Bernard Fischer, 500 Calowhill street, Philadelphia, giving a price list of wines and liquors, with special reference to holiday trade.

THE Pittsburg Bank for Savings sends out an aluminum book mark of neat design, together with a celluloid vest pocket memo tablet. These novelties were used as holiday advertising.

P. P. FODREA, a popular young man in Nebraska railroad and newspaper circles, is to succeed C. S. Young as advertising manager of the Burlington Route in Omaha, Mr. Young going to Chicago.

*THE Woman's Farm Journal*, St. Louis, Mo., has made a little folder upon keying mail-order ads. It will prove useful to anyone not familiar with the simpler ways of alternating address numbers and names.

THE folder issued by Louis P. Graham, advertising artist, 117 South Second street, Philadelphia, is rather too familiar in tone. In the effort to secure personality Mr. Graham has become altogether too personal.

DURING November the Chicago *Daily News* printed 2,073 columns of advertising, of which 1,220 were display and 853 classified liners. This represents a gain over November, 1901, of more than six per cent. The circulation still hovers around the 300,000 mark.

"*ALWAYS PURE*" is a handsomely printed sixteen-page booklet, with a lithographed cover, detailing the processes by which Pabst beer is made. The text is simple and winning, and the wash drawings upon alternate pages are excellent.

"*IT'S COMING*" is a large folder from Geo. E. Marshall & Co., stationers, Chicago, showing a well-picked line of novelties suitable for Christmas gifts. The first page design is strong, and the contents are conspicuous chiefly for neat arrangement and plain prices.

*Leslie's Weekly* issues a folder in which are set forth arguments for its value as an advertising medium among the classes who like their news weekly, accompanied by striking pictures. Especial attention is called to its financial department, which, it is claimed, makes it a desirable periodical for reaching those interested in Wall street and speculation generally.

THE Hamlin Wizard Oil Company, Chicago; R. T. Booth & Co., Ithaca, N. Y.; Fels & Co., Philadelphia, and the Duquesne Distributing Company, Harmarville, Pa., have recently become members of the Association of American Advertisers. At a recent meeting of the Association's Board of Control Dr. V. Mott Pierce said that the reports of the A. A. A. had saved the World's Dispensary Medical Association fully \$8,000 during the past year, while Mr. Post avers that a single report upon a paper examined by one of the Association's auditors led to obtaining a rebate that more than covered his annual membership fees for several years.

FROM the J. C. Blair Company, manufacturing stationers, Huntingdon, Pa., comes a rather stereotyped folder under the wholly stereotyped title "Your Orders are Solicited." The concern makes practically everything associated with its line of business, and its plant and stockrooms ought to furnish ample material for live, humanly interesting, informing publicity.

THE Caslon type foundry, in England, has bought the sole British rights to "Cheltenham," the type face designed by Mr. Ingalls Kimball, of the Cheltenham Press, New York. This foundry, which was established in the middle of the eighteenth century, originally made the "Caslon" type resurrected by Mr. Kimball for use in the *Chap-Book*, and its adoption of "Cheltenham" is the first instance in which an American type face has been taken up by an English foundry of its reputation and standing.

THE New York Edison Company, 55 Duane street, sends out a small folder advertising small electric heaters for various purposes. The company is now prepared to install electric tea kettles, electric portable stoves, waffle irons, chafing dishes, heating pads for application in sickness, electric flat-irons and curling iron heaters. Some of these devices are so compact that they may be carried in a trunk and attached to the incandescent lights in hotel rooms. The folder is excellent, but with novelties so new there should have been more description and far better illustrations.

ALBERT J. BARR, president of the corporation that publishes the Pittsburg *Post*, gave his annual dinner to the paper's two hundred employees at the Pittsburg Club on December 15. Speech-making was dispensed with save for an informal greeting by the host. The menu was elaborate, and a fine musical programme was rendered during the three hours' feast of employees and their families. The menu card was a handsome engraved folder, bearing on its inner pages representations of the two presses that epitomized 60 years of history in journalism. The one picture was of a press used by the *Post* in 1842 that would print 125 four-page papers an hour. The other was one of the presses of the *Post* that will print 96,000 eight-page papers per hour.

ON December 27 a large souvenir album was presented to the New York *Staats-Zeitung* in commemoration of the dinner given by that paper to the American press last February in honor of Prince Henry of Prussia. The presentation was made by a committee of the newspaper men who were guests at the affair. The album, according to the New York *Press*'s description, is bound in dark blue levant morocco, trimmed with solid silver borders and two medallions bearing the arms of the United States and of the Prince. Inside the album are autographs, portraits of the Kaiser, the Prince and other persons prominently connected with the dinner, together with typewritten reports of the event. The presentation was made by Mr. St. Clair McKelway, of the *Brooklyn Eagle*, to Mr. Herman Ridder, who received it on behalf of the *Staats-Zeitung* management.

## Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

INTRODUCER FOR MANUFACTURERS, will handle first-class goods and supply solicitors. Bank references. New method. C. B. PERKINS, 237 Atlantic Ave., Boston, Mass.

JOB PRINTERS wanted to use Perfection Bank and Counter Check Binders. Business builders. Write to-day. Don't delay. SHUMATE, Manufacturing Stationer, Lebanon, Ind.

I AM assistant advertising manager of a well-known house; correspondence specialist, practical salesman, printer, mechanic. You have seen my work. I want to drop the "assistant." "M. G. B." care Printers' Ink.

WANTED—A perfecting press, second hand, must be guaranteed A1 order, to print not less than 12 pages, 13 ems, 7 columns, 22 inches; also two second-hand linotype machines. Address, with particulars, VREELAND-BENJAMIN, 150 Nassau St., New York.

NOVELTIES WANTED. Our traveling men visit banks, offices, merchants, hotels, etc., and want novelties that sell. They are hunters and are open for any article of merit. Correspondence solicited. E. W. DAVIS & CO., 45 E. Market St., Wilkes-Barre, Pa.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. THE DOMINION COMPANY, Dept. D, Chicago.

## PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this, and therefore probably he doesn't know how well as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,  
10 Spruce St., New York.

## PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.

CONNER, FENDLER & CO., N. Y. City.

## HALF-TONES.

ALWAYS good half-tone from good copy. Price low, service quick. STANDARD ENGRAVING CO., 81 Ann St., New York.

ILLUSTRATORS AND ILLUSTRATIONS H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

## ADVERTISING MEDIA.

THE home advertisers use the CHARLOTTE (N. C.) NEWS.

DROP an ad to the country paper that brings results. TOWN TALK, Ashland, Oregon.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass. 40,000. The Brockton ENTERPRISE covers the city.

A DVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

THE CHARLOTTE NEWS prints more advertising than any other North Carolina daily. It pays.

35 WORDS, one month, 25c, classified column. Circulation 75,000. FACTS AND FICTION, 334 Dearborn St., Chicago.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

ROWELL'S Directory indicates that the CHARLOTTE NEWS and TIMES-DEMOCRAT are two of the best advertising propositions in North Carolina.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 4,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application.

LARGEST afternoon circulation, largest advertising patronage, most progressive city, most prosperous section of the State. Those are some things that commend the CHARLOTTE (N. C.) NEWS.

THE YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of LA COSTE & MAXWELL, Nasco Beckman Bidg., N. Y. City.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mid-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date agency, or the publisher, PHILIP H. HALE, 416 Granite Building, St. Louis, Mo.

## NEW BOOKS.

SCRAPS, A saucy little book, 12c. postpaid. MONITOR PUB. CO., 212 E. 8th St., Chi., Ill.

## SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut tanks than any other ink house in the trade.

Special prices to cash buyers.

## MISCELLANEOUS.

YOU can get a fac-simile reproduction of the Declaration of Independence by sending cents stamp to Lock Box 1,000, Hawley, Minnesota. Will attract more attention than a thousand-dollar painting.

## PRINTERS' INK.

## FOR SALE.

PLATES for printing, 15¢ per line, mail order books  
NATIONAL INSTITUTE, Glen Ellen, Cal.

THE CHARLOTTE NEWS and TIMES-DEMOCRAT have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS at reasonable rates. It carries more advertising than any other North Carolina daily.

SPACE for sale in every issue of FACTS AND FICTION at 50¢ per line. Circulation 75,000 monthly. It pulls results that pay. FACTS AND FICTION, Chicago.

REPUBLICAN semi weekly paper, Central New York; good advertising patronage; nice job business; official paper; owner has other interests; easy terms. "L." care Printers' Ink.

FOR SALE—Hudson River Weekly, within 75 miles of New York. Paying property. Established over 17 years. Model office and up-to-date equipment. Easy terms of payment. "W. E. X." care Printers' Ink.

## CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list.  
BASSETT & SUTPHIN,

45 Beekman St., New York City.

## FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free.  
THE SHAW-WALKER CO., Muskegon, Mich.

## TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE.  
Sample copy 10 cents, New York City.

## MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

## PREMIUMS.

MURAT HALSTEAD's books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfaction guaranteed. THE DOMINION CO., Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually. 31st issue now ready. free. S. F. MYERS CO., 48-50 Maiden Lane, N. Y.

## COIN CARDS.

\$3 PER 1,000. Less for more; any printing.  
THE COIN WRAPPER CO., Detroit, Mich.

MIDGET COIN CARDS. Best yet. 5,000 printed, at \$1.45 per M. Sample package 4¢.  
THE KELLOGG MFG. CO., X 229 Broadway, New York.

## ADVERTISING NOVELTIES.

EVERLASTING BLOTTER, best advertising novelty out. Sample, 5¢. W. H. M. CO., 1133 Broadway, New York.

ADVERTISING NOVELTIES that guarantee a result. Liberal package 10 cents. THE KELLOGG MFG. CO., X 229 Broadway, New York.

ADVERTISERS, to make your business grow, advertise with the TRIPLET. The most useful and durable article ever used for advertising purposes. A gift your customers will keep and appreciate. Sample and particulars, 10 cents. G. P. COATES CO., Uncasville, Conn.

## EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## BOOKS.

DEPARTMENT STORE DIRECTORY.  
\$1 postpaid. 225 Broadway, New York.

## ADVERTISEMENT CONSTRUCTORS.

LET'S make your ads better. JED SCARBORO, 527a Halsey St., Brooklyn.

B. MERRITT, writer and printer of advertising, Grand Rapids, Mich.

EDWIN SANFORD KARNS, writer and promoter of profitable publicity, 871 East Forty-third St., Chicago.

PROFITABLE advertising written, designed, illustrated. WILLIAM H. BEACK, 931 Barnett Avenue, Kansas City, Kan.

HENRY FERRIS, *his* work. 918-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser.

BANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. ART LEAGUE, New York.

LET me put city style and business-making talk into that booklet of yours. Illustrate, print, too. ROSS D. BRENNER, New Keith Building, Philadelphia.

THE MISSES HOFFMAN, 1806 Woman's Temple, Chicago, Ill. Advertising designers, writers and illustrators. Insurance, telephone, savings bank adspecial.

IN all of my advertising work the aim is to make sales—to build up a permanent, profitable business. I can serve only a limited clientele. Will you be one? DAVID E. GOE, Madison, Wis.

A SEEDSMAN client writes me: "I never doubted your ability to handle some kinds of advertising, but that you can write advertising such as I require is a surprise to me." Other people in different lines have said practically the same thing. Send for samples. BENJAMIN SHERBOV, 1019-1021 Market St., Philadelphia.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

MAIL ORDER ADVERTISING.—Mr. Katz, by his writings and guidance, has contributed towards the success of many of the most successful mail order advertisers of this country and Great Britain. He writes ads, booklets, follow-up letters, etc., for medical, financial, mail order, agents and scheme advertisers. Correspondence invited; every letter is assured a careful answer.

EUGENE KATE,  
Boyside Bldg., Chicago.

## MEDICAL ADVERTISERS.

M I have written a great deal of medical advertising for many of the most successful proprietary concerns in the world. I have studied physiology and can treat medical subjects in a practical and convincing way. I also provide illustrations. My prices are so moderate that it will pay any advertiser wanting bright and effective copy to write me about it. WOLSTAN DIXEY, Advertising Specialist, 165 Fifth Avenue, New York.

DO YOU USE SUCH? YOU SHOULD!  
Every communication that leaves your office should carry with it a brief reminder of your general business or of some one or more of your "Specialties." Such inclosures add nothing to postage, and if they be what they easily may be, are most potent "salesmen." I make many such MAILING SLIPS and FOLDERS of small caliber and "high penetration" and I usually secure orders for them after having shown interested correspondents a lot that I have made for others. I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Adverts, etc., etc. Sending for samples will cost you nothing and commit you to nothing, but postal cards will not be noticed by

FRANCIS J. MAULE,  
402 Sansom St., Philadelphia.

No. 16.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

**CANADA.**

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

**New York Dramatic Mirror**

191 W. 49th St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.

**281,000**

**Germans in Philadelphia**

That is what the U. S. Census of 1900 states.

A pretty large field to cater to?

**The German Daily Gazette**

has a circulation of over 47,000 daily (morning and evening) editions. Advertising rates on application.

**German Daily Gazette Publishing Co.**  
924 Arch Street, Philadelphia.

**ADVERTISEMENT WRITING PRACTICALLY TAUGHT**

I give my personal attention to each student.

I teach the essentials, the vital principles, the things that count.

I teach each student about the things which he personally most needs to know.

I teach him not only to know, but to do.

I build him up methodically from the place where he is toward the place where he wants to get.

I charge only what he can afford. Write for particulars.

**WOLSTAN DIXEY**  
ADVERTISING SPECIALIST,  
156 FIFTH AVENUE, NEW YORK.

**R·I·P·A·N·S**

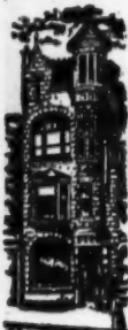
**R·I·P·A·N·S Tabules**  
Doctors find  
A good prescription  
For mankind

The 15-cent packet is enough for an ordinary occasion. The family bottle (price 80 cents) contains a supply for a year.

*The*  
**Observer**  
Hoboken N.J.  
Circulation ...  
(Guaranteed)  
20,000

## Send For Circular

of an EXPERT'S OPIN-  
ION of the



## CHESTER TIMES.

It is absolutely  
necessary to use THE  
TIMES to cover  
SOUTHEAST PENN-  
SYLVANIA.

SWORN STATE-  
MENT:

Daily Average  
for August,

**9,177 net**

### ChesterTimes

WALLACE & SPROUL, Pubs.,  
CHAR. R. LONG, Business Manager.

F. R. NORTHRUP, 320 Broadway,  
New York Representative.

The Most Popular Jewish Daily.

## DAILY JEWISH HERALD

Established 1887.

### Largest Circulation

Reaches more homes than any Jewish  
newspaper, therefore the BEST advertising  
medium.

### The Volksadvocat

Weekly.

The only weekly promoting light and  
knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS,

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

A Phenomenal Journalistic Success

# The Salt Lake Telegram

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of  
any daily publication between Denver and San  
Francisco. If you wish to reach the purchasing  
public of Utah, Idaho and Nevada you should  
advertise in THE SALT LAKE TELEGRAM.

E. T. PERRY,  
150 Nassau St., New York.

H. M. FORD,  
112 Dearborn St., Chicago.

## READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It's always dull for a while after Christmas, but, in most cases, it's much duller than it need be. There are lots of people in your town who didn't spend all their money for Christmas gifts and these people have personal needs that must be supplied, right along through the winter. Some of them will buy even for next winter's needs if you hold out the right qualities and give them exceptional prices. That doesn't mean that you must slaughter everything in your stock, in order to get business in this slow season. It does mean that attractive offerings, real, worthwhile bargains, will bring in many an extra dollar that you might not otherwise get and sell goods which might otherwise be carried over till another season, only to become shop-worn or out of style and finally sell for a fraction of present values. At the same time you are keeping up the interest in your store and establishing or strengthening a reputation for low prices through special advertising of special sales—keeping your business in the public mind and mouth and moving goods that ought to be moved if your stock is to be kept clean and fresh.

Have a good plausible reason for every sale you hold and tell what it is. If it's just to get attention, say so. If it's a pre-inventory, stock-renovating sale, or an after-inventory sale to reduce certain stocks, step right out to the front in your ads and say so. But have a good reason and tell it, especially if some of your price cuts seem hard to believe.

Your own horse-sense will tell you which lines to cut and which to cut most. You know which will sell easiest just now, and you know which lines you will not buy again, as well as which will be unsalable another season.

Take all these things into account and be guided by them, but remember that whatever you do to get business you've got to let peo-

ple know about it and that means a liberal space in those papers which reach the greatest number of your customers and possible customers.

If there's any one time better than another for testing the efficiency of advertising, it's in a dull season, when fewer people are buying and are buying less.

Test it, Mr. Merchant, but test it fairly by advertising a seasonable article at an unseasonable price, and don't try to get a full column story into three or four inches single.

*It's Time to start such Schemes Right Now.*

### Pay Us a Little Each Week

and when the bicycle season opens take the wheel of your selection for your season's riding. Keep up the same weekly payments that you began—and before you realize it your mount will be all your own. This plan—which we inaugurated last year—is just the one which fits the man who can pay by a small sum each week—but who finds it difficult to accumulate the price of a desirable wheel. Our lines are stronger this year than ever. The Pierce, Tribune, National, Reading, Explorer, Leroy, and others coming—chain and chainless—the best made. Come in and talk it over.

### Women's and Misses' Jackets—Cut Prices

About the middle of January jacket makers get awfully anxious to unload all winter garments, and will accept next-to-nothing prices for them.

We took advantage of this anxiety on the part of some of the foremost makers and bought so heavily that we are now overstocked.

That's the reason for these little prices on jackets of quality.

*This is a Good Time to Push Blank Books.*

## Blank Books for Merchants

Every good kind of blank book a store keeper has use for can be had here, always at right prices.

Not only the regular books but many special handy books for special purposes are here.

Grocer's and Butcher's printed Pass books—

10cts. a dozen. Others 15, 20, 25c. a dozen.

Extra good 40-leaf, canvas book, only 35c. a dozen.

Counter books, 90 leaves, only 50c. a dozen. All other sizes too.

Order and delivery books, with new kind of pockets and pencil holders.

Two special blank books:

600 page day book or ledger, canvas cover, leather corners, only \$1.25.

1,000 pages, larger size, only \$2.25.

*Clock and Watch Repairing.*

## Now

is the time to have your watches, clocks and jewelry repaired. Trade being comparatively quiet we can give our whole attention to work. Fine watch repairing our specialty; all work first-class and warranted.

*For a Pre-inventory Sale.*

## Saturday Night, January 28th

Our remnant dish sale closes. We take stock next week. All this week we will offer big bargains on the tables to clear all we can.

*Good.*

## Bargain Sale of Fancy Table Spreads

There are some sixty different pattern and color effects among the fancy fringed Tapestry and other table spreads that we are selling for \$1 apiece. Until now these spreads have sold for \$1.50 and \$1.75. They will not tarry long at the new price.

*Gives a Word Picture of the House That's for Sale.*

## House on State Street.

We offer an unusually attractive bargain in a home located on one of Bangor's most desirable streets. It has a large lot with flower and fruit garden in the rear large enough for another house. Twelve finished rooms and bath, hot and cold water upstairs and down, gas and electric lights, open fireplaces, verandah, slate roof and granite underpinning. The location is the best and the whole property is most inviting. At the price it will be a veritable bargain, as we will convince you if you will investigate.

Property located on State street is rarely in the market and it is always eagerly sought. We can interest you if it is a medium-priced home you want.

*Here's Where the Foolish Crops Out in Real Estate Advertising—a Misleading Headline—and Spoils an Otherwise Good Ad.*

## A House and Lot Given Away

would be too cheap but we can do the next best thing by offering you the nice cozy homes at prices that look almost like gifts, because we have certain people who must sell right now. We have the best property for sale in Bangor on our books and we give you valuable advice free based on twenty-eight years' actual experience in Bangor real estate.

"If we offer a house the price is right."

*Will Make the Right Impression.*

## Men's Imported Bath Robes, \$3.

These handsome Terry bath robes are the marvel of the trade. They come from the best bath robe maker in Paris, and are not matched in America at the price. The robes do not ravel out like the ordinary kind. Yarns used are the best—softer, more absorbent, ample width and length—better in every way than the usual kinds.

A new lot just received—ready to-day, \$3 each.

*This is Excellent.***Must be Sold.**

Do you want a cosy little home of seven rooms and bath? If so, we have it and it must be sold immediately. This house stands on a substantial stone cellar, eight feet deep, with cemented floor, and has every modern convenience, such as sewer, bath room and furnace. Large lot 69x105 feet, with plenty of room for garden. The only thing required to make this house the most attractive little home in Bangor is paint and paper, both of which are cheap, and you can suit yourself as to color and design. The substantial features are perfect in all respects. Location is very desirable, just off Broadway, and a few steps from the car line. Look at this with us. It won't cost anything to do so and it may be just what you want. The price is very low to make a quick sale. Terms easy.

*Another House-cleaning Sale.***You can Take Your Choice of All**

the store's stock of dishes till Saturday night and save money on anything. A lamp, a dinner set, \$4.50 up, a tea set, \$2.20 up, a toilet set, a half dozen colored tea cups, plates, or any useful piece in glassware, cooking enamel ware, cutlery, china. Sale closes Saturday night, as we commence stock taking Monday next.

*Just to Liven Things up a Bit.  
All Right Except the Foolish talk about  
Quoting Prices.*

**Forced Sale of Silks**

is what we said in yesterday's papers, and meant it, and people knew we did and came, and all were buyers.

Not much use in talking prices—you've got to see the goods to know—and there's too much of a variety and newspaper space costs too much to go into details about it—but you come—and let the silks prove.

Hundreds and hundreds of pieces to be sold before stock-taking.

*Another Branch of Real Estate Advertising That is too Often Neglected.*

**Rents.**

Our demand for rents has been most active, but we have one or two desirable ones which have recently come in.

**\$400.**—An excellent house located on the Ohio street car line and equipped with all modern conveniences, including hot and cold water, bath room and furnace. Ten sunny rooms.

**\$15** per month. A neat little modern eight-room house with stone cellar, hard wood floor and modern conveniences. First house off the Ohio street car line. Very desirable location.

**\$12.50** per month. Tenement of seven rooms, all in excellent repair. Modern conveniences. Location very desirable.

**\$12.50** per month. Six room rent by itself on the east side just off the car line.

**Flannel Remnants Around in the "L"**

American, Scotch and French flannels—a gathering of 200 remnants that vary from one to five yards in length—will find eager buyers to-day and Saturday.

5c. kind for 25c. a yard.  
75c. kinds for 50c. a yard.  
\$1 kinds for 75c. a yard.

Hardly any two of these flannel remnants are alike in pattern or coloring.

*For a Tailor.*

To tonic up business a bit, we are making to measure trousers from the "famous" fine quality worsted goods, for \$6.50 the pair, usual price \$10 to \$12. This ought to be of interest to every man who wears trousers.

*Much in Little.***Nubia Rugs, \$1.75**

We've got some rugs you'll be glad to know about. They're 27x54 inches—thick, soft, warm—just the thing for the bedside, to step on with your bare feet, or for the bureau front—in fact, to cheer and brighten any room, and save carpet wear. Rich colors, oriental designs. \$1.75.

# Is it a Question of Territory?

Have you a new advertising proposition upon which you want quick, sure and profitable returns?

Are you hesitating in choosing the field in which to make a start?

If you are, investigate

## **The Toledo Times**

**Only Morning Paper**

## **The Toledo News**

**The Original One-Cent Paper**

Look at the map. Inquire into the buying capacity of the 1,000,000 people living in Northwestern Ohio and Southeastern Michigan.

**City and Country  
Circulation for December  
was 29,055 Daily**

P.S.—Ask any Toledo merchant about the value of the trade of the rural free delivery readers of THE TIMES.

### **THE TOLEDO TIMES CO.**

Western Representative  
H. M. FORD, 112 Dearborn St.  
Chicago

Eastern Representative  
N. M. SHEFFIELD, Tribune Bldg.  
New York

# THE MERCURY

The only Morning Paper in San Jose

Santa Clara County is one of the richest districts in the United States. Bare land sells for \$250 and \$300 an acre, and a family can live comfortably on a five-acre ranch—ten acres is opulence. Fruit is the staple, and 120,000,000 pounds of dried prunes were produced last year, to say nothing of apricots, peaches and plums. Labor is in demand, as in all other parts of rural California, and every man Jack who will work can get good wages. San Jose has a population of 30,000, and Santa Clara County 60,000. The assessed valuation of property in the county last year was something over \$50,000,000, or about \$800 per capita. The *Herald* and *Mercury* are delivered by their own bicycle carriers over 600 square miles of territory. Uncle Sam's rural carriers cover the sparsely settled mountain districts, but valley residents will not wait for the mails. Their morning paper must be at the breakfast table. San Francisco is only fifty miles away, with twenty-four trains daily, and its publishers have spent many thousands of dollars in atlases, prizes and solicitors' salaries in the effort to conquer the *Herald* and the *Mercury* field. This expenditure has been nearly ineffectual.

(From *Printers' Ink*, Oct. 29, '02.)

# THE HERALD

The only Evening Paper covering the field

Represented by

**LA COSTE & MAXWELL**

140 Nassau Street, New York City, N. Y.

# MONTREAL LA PRESSE

There are other papers in Canada, but **LA PRESSE** overshadows them all as a powerful business bringer.

—*Printers' Ink.*

The advertiser who leaves out the French population of the Province of Quebec leaves out 80 per cent of the most thrifty, well-to-do and responsible citizens.—*Profitable Advertising.*

## CIRCULATION

# Over 75,000 Daily

**Sworn to. Proved. Books Open.**

Guaranteed by the Association of American Advertisers of New York and Chicago. A condition of every advertising contract.

## Largest Circulation in Canada

**French or English. Without Exception.**

Exceeds circulation of next largest English daily by over 20,000 a day.  
Exceeds circulation of next largest French daily by over 50,000 a day.

**In Montreal** exceeds by at least 25,000 a day the circulation of any French daily.

**No representatives in the United States. Write direct.**

### AGENCIES:

**PARIS, FRANCE,**  
31 RUE TRONCHET.  
**LONDON, ENGLAND,**  
11 CHARING CROSS ROAD.

**TORONTO, ONT.,**  
72 KING ST., WEST  
**QUEBEC, QUE.,**  
124½ RUE ST. JOSEPH.

110 CLASSIFIED ADVERTISEMENT AGENCIES.

# Hidden Treasure

buying-by-mail public. The treasure is here. The question is: Can the Ellis papers dig it out for you? The answer is emphatically yes. They are doing it for others; a fact proved by the continued use of our advertising columns by the most successful mail order houses in the country. This talks loudly for itself.

There are no other mail order papers so far-reaching and productive of results as Ellis papers. The guaranteed, combined circulation (without any duplication) is over two million copies. Any advertiser is welcome to proof of circulation at any time. These are Ellis papers:

	Circulation	Rate Per Line
<b>Metropolitan &amp; Rural Home,</b>	<b>500,000</b>	<b>\$2.00</b>
<b>The Paragon Monthly,</b>	<b>400,000</b>	<b>1.50</b>
<b>The Gentlewoman,</b>	<b>400,000</b>	<b>1.50</b>
<b>The Home Monthly,</b>	<b>400,000</b>	<b>1.50</b>
<b>Park's Floral Magazine,</b>	<b>350,000</b>	<b>1.25</b>
<b>Total,</b>	<b>2,050,000</b>	

***The C. E. Ellis Company***

713-718 Temple Court Bldg.  
NEW YORK

112-114 Dearborn Street  
CHICAGO



## I Know a Fellow Who Was Collector for a Country Store.

at a weekly salary of \$6.00, when he first met PRINTERS' INK, "The Little Schoolmaster in the Art of Advertising." He had no special interest in advertising, but read PRINTERS' INK just because there were good hard-headed business talks in it—because it told of successes and failures in the use of a business force which was new to him, and gave the whys and wherefores in a way that was easy to understand. He began to get interested in the subject—borrowed PRINTERS' INK and sat up nights with it—it didn't want to miss a line. Finally sent the proceeds of two days' hard work for a year's subscription.

He was advanced to the cashier's desk and to \$10.00 per week. He and the manager

### Read Printers' Ink

and discussed its teachings while the others were at lunch. The manager told him to write a few ads. He tried, and some of his efforts were printed in the firm's regular space. Then they put him at work on the books, put \$12.00 in his weekly envelope, and let him help out with the advertising. He wrote ads for one or two of the smaller stores in other lines. PRINTERS' INK reproduced them in its Ready-Made Ad Department with complimentary comments, and other advertisers in all parts of the country adapted them to their needs. He took another step up the ladder—

### Became Advertising Manager

and second in command of a store employing thirty-five people. His pay envelope expanded again. Then he wanted a wider field. Came to New York. Made himself known to one of PRINTERS' INK's editors and got a letter of introduction to one of the foremost trade paper publishers in the city, who wanted an advertisement writer. Submitted some ads. Got the job—and \$500 more a year. He read PRINTERS' INK and worked like a nigger for a year or so, and the National Cash Register Co. offered him \$500 more per year to write advertising for them. Told his employers about it and began to draw another \$10.00 per week the next Saturday. His department grew—had to have an assistant, then two, then three—and an artist, and with them came more money. He's only thirty-one now—there ought to be something in the future for him if he keeps at work and reads PRINTERS' INK. But he has nearly

### Doubled His Salary

since he came to New York, less than four years ago, and after deducting a little for natural ability and a good deal for hard work, there still stands a very large balance to the credit of PRINTERS' INK. No young business man can be as good a business man as he ought to be without reading PRINTERS' INK. It covers every phase of advertising as it is covered by no other paper—matter, manner, method, medium—

diums—everything. It illustrates and demonstrates as it goes along—shows good and bad advertising, and tells why the one is good and the other bad. PRINTERS' INK is intensely practical from the first P to the last period, and if it cost \$15.00 per year instead of \$5.00 it would be a dividend payer of the highest order. Ten cents sent to GEO. P. BOWELL & CO., 10 Spruce St., New York, will bring a sample copy, which will show why you are glad to pay \$5.00 a year for its weekly visits and justify my enthusiasm. This is a truthful tale of what PRINTERS' INK has done for a friend.

*John A. Kershaw.*

Mgr. Adv.-Writing Dept., American Machinist, Power, World Bldg., New York.

# My Inks Exclusively

Office of THE MASSILLON GLEANER,  
MASSILLON, Ohio, Jan. 3, 1903.

PRINTERS INK JONSON, New York.

DEAR SIR—Please mail us your price list of job inks.

We are putting in a jobbing department in connection with our newspapers and will use your inks exclusively, as we are now using your news ink on the daily and weekly.

We might also add that for the past five years, while connected with The Review, at East Brady, Pa., we used your inks and got uniform good results, and in the case of your Bronze Scarlet and Bond Paper Black, exceptionally fine results.

Wishing you continued success,

We are, yours respectfully,  
HANCOCK & BATES.

My news ink is guaranteed to be the finest news ink in the world and is sold at 4 cents a pound in 500-pound barrels, 5 cents a pound in 100-pound kegs, and 6 cents a pound in 25-pound kegs. My job inks are considered the finest ever produced by the art of man and are sold at 25 cents a  $\frac{1}{4}$ -pound can. Carmines, Bronze Reds and Fine Purples cost 50 cents a  $\frac{1}{4}$ -pound can. When ordered in tubes I charge 5 cents extra for each  $\frac{1}{4}$ -pound tube, 10 cents for a  $\frac{1}{2}$ -pound tube and 15 cents for a 1-pound tube. My terms are f.o.b. New York and cash must accompany each order—no exceptions. Money back when goods are not found as represented. Send for my price list.

ADDRESS

**PRINTERS INK JONSON**

17 Spruce Street, New York.

# The Philadelphia INQUIRER

stands highest  
of all in its own  
city in point of  
advertising,  
and is only  
fourth among all the newspapers  
in the country.

The figures printed below are in almost every instance furnished by the newspapers themselves and can therefore be accepted as correct.

For the purpose of this comparison the total number of lines of advertising printed during the month of November in each of the ten newspapers standing highest in the country are printed herewith:

	LINES
Herald, New York, . . . . .	812,142
World, New York, . . . . .	762,600
Tribune, Chicago, . . . . .	718,905
<b>INQUIRER, Philadelphia, . . . . .</b>	<b>711,300</b>
Eagle, Brooklyn, . . . . .	648,528
Post-Dispatch, St. Louis, . . . . .	634,737
*News, Chicago, . . . . .	630,238
*Star, Washington, . . . . .	628,514
Record, Philadelphia, . . . . .	598,100
Globe, Boston, . . . . .	581,780

\*No Sunday issues.

This shows that the wise advertisers know the value of The Inquirer as an advertising medium. What others have accomplished through the columns of The Inquirer, you can do yourself. Try it.

Address for advertising rates  
 THE PHILADELPHIA INQUIRER  
 1109 Market St., Philadelphia, Pa.